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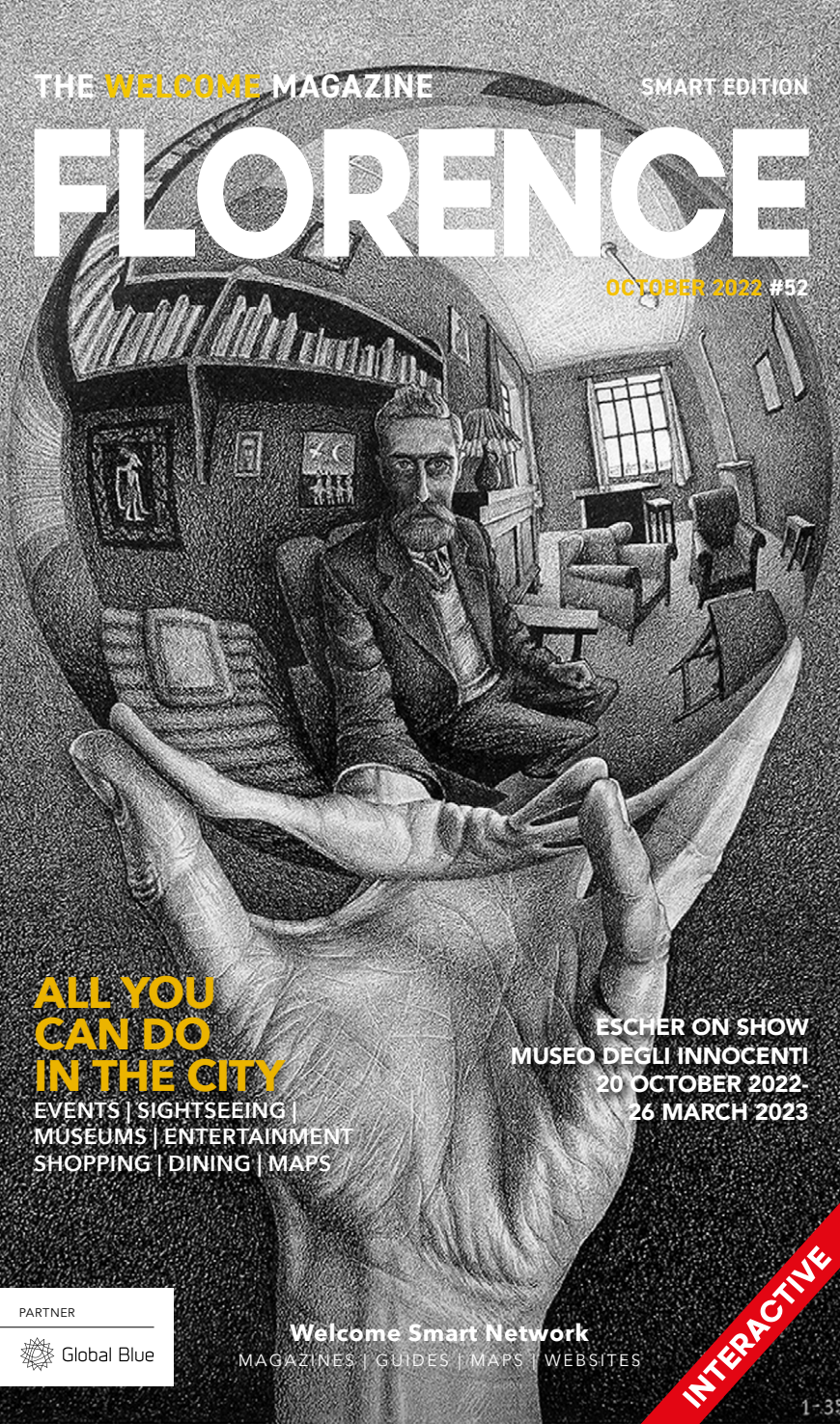
OCTOBER 2022 #52



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MUSEO DEGLI INNOCENTI
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Florence | October 2022

I am **Andrea Jarach, editor of the Welcome Magazines**, periodicals that we have been publishing for 12 years for international visitors in some of the most important cities for tourism in Italy. Since last April we have added **Verona** to the traditional editions of **Venice, Florence, Turin** and have expanded our **Milan** magazine to the **Lombardy** region.
Welcome Magazine is here to accompany visitors in their discovery of Italy's attractions. As you can see in the following pages, the Welcome Magazine offers useful information **about events, shopping, food and wine**, everything that can interest the visitor answering the question: "**what can I do, what can I discover during my stay?**". Our aim is to create memorable experiences of the visit, also by linking together the different opportunities offered by the area. Our mission is to provide essential tourist information for the benefit of visitors who choose wonderful Italy as their destination.
You will find the Welcome Magazines in the approximately **500 hotels belonging to the Welcome Magazine circuit in Italy**.
You can therefore use the **traditional paper editions**, but don't miss the chance to browse through the pages of the **digital and interactive editions** also on your computers and smartphones.
And now **great news** for all of you who love shopping and have a **non-EU passport**: from 1 October, **FLORENCE Welcome Magazine becomes a partner of Global Blue**, the leading service company for obtaining **tax refunds**. Keep an eye on our pages and our website **www.welcomemagazine.it** to enjoy the important benefits offered by Global Blue.
Welcome to Italy, discover and enjoy!

Andrea Jarach
Publisher
Welcome Smart Network

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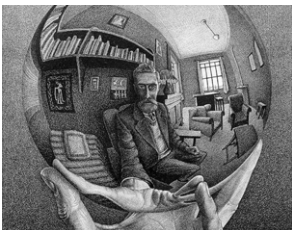

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ANGELA CAPUTI GIUGGIÙ
In the centre of Florence, a few steps from the Ponte Vecchio, are the boutique and the creative heart of Florentine designer **Angela Caputi's brand Giuggiù**. Her imaginative **plastic jewellery** items, much loved by internationl customers, are genuinely unique pieces of **fine craftsmanship**. **www.angelacaputi.com**

RINASCENTE
In the heart of the city, in **Piazza della Repubblica**, it offers the best of **cosmetics, fashion, food and design**, with the addition of a new "store of craft" and a focus on hand-made products, in perfect harmony with Florentine's identity. Don't miss typical tasty dishes while looking at a breathtaking **panorama**: Rinascente will offer you a priceless experience. **www.rinascente.it**

L'IPPOGRIFO STAMPE D'ARTE
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[UNMISSABLE]

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Duomo

Palazzo Vecchio

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Top in Town

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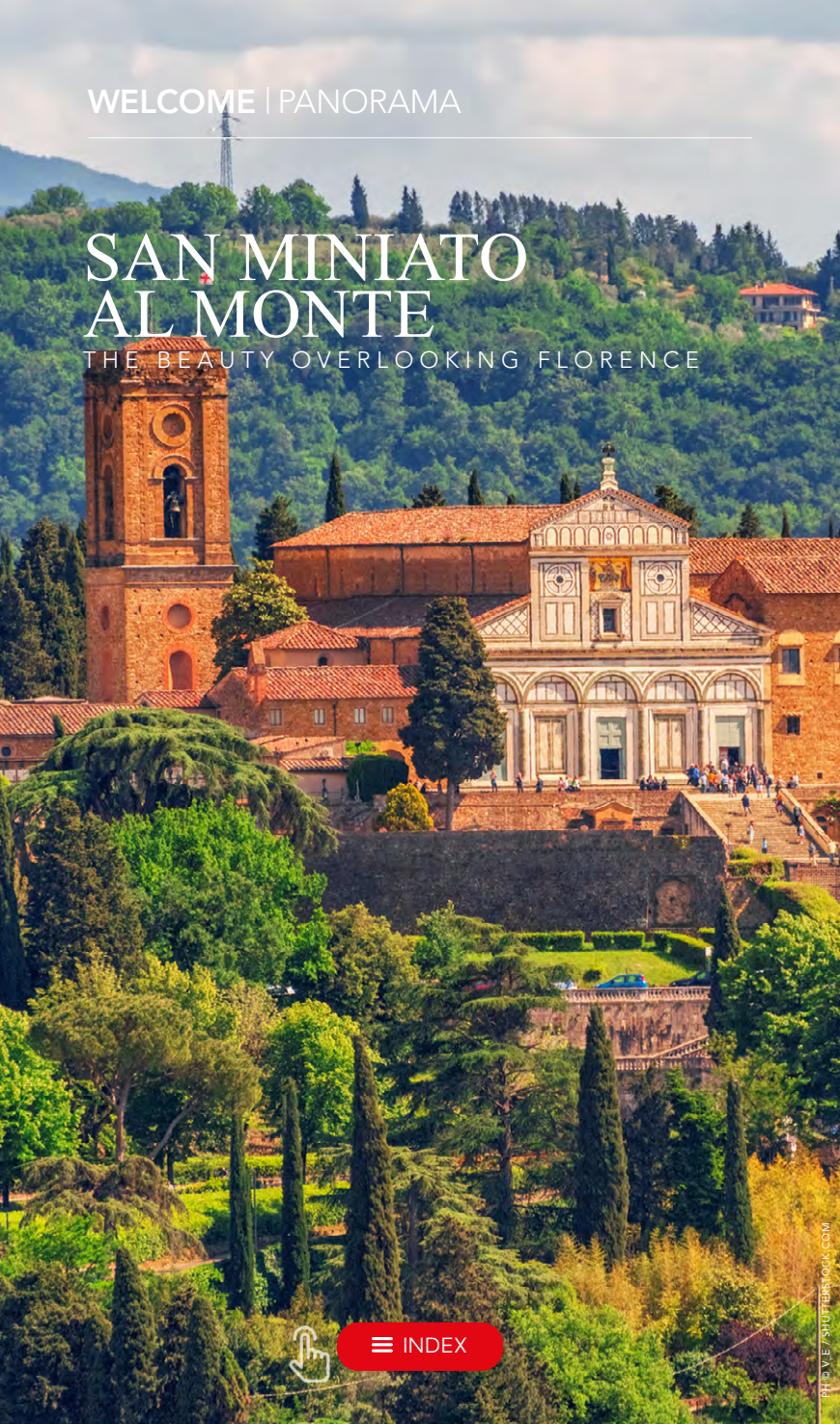
SAN MINIATO AL MONTE

THE BEAUTY OVERLOOKING FLORENCE



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PH © V.E. / SHUTTERSTOCK.COM

The Abbey of San Miniato al Monte is a splendid example of **Florentine Romanesque** and is located on the hill overlooking the left bank of the city. From here you can enjoy a beautiful panoramic view of Florence, from the Duomo to Palazzo Vecchio, to the ancient walls surrounding the city.

What is perhaps the truest meaning of San Miniato al Monte is revealed to us by the inscription written on the eastern door, which for centuries has advised wayfarers with the words: "**Haec est Porta Coelis**" or "This is the Door of Heaven" in Latin.

Built between the 11th and 13th centuries, the exterior is decorated with multicolour green and white marble forming **geometrical designs**, similar to those of the façades of Santa Croce and Santa Maria Novella.

The interior is in Romanesque style with three aisles, a raised chancel and a crypt that holds incredible treasures, such as the **Chapel of the Cardinal of Portugal**, built between 1461 and 1466 by Antonio Manetti. And then there is the **monastic choir**, a wooden work from the 15th century, where for centuries the monks, concealed from the pilgrims' eyes, have intoned Gregorian chants.

The monumental cemetery, in front of and behind the church, contains the tombs of many illustrious personalities, including that of **Carlo Collodi**, the author of Pinocchio.

The monks also run the **Monastic Pharmacy** where it is possible to purchase, among other things, beeswax candles, chocolate sweets, jam tarts and biscuits, all hand-crafted by the monks themselves.

Abbey of San Miniato al Monte
Via delle Porte Sante, 34
www.sanminiatoalmonte.it

PALAZZO PITTI MUSEUMS

A RENAISSANCE MASTERPIECE

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PHOTO BY ROBERTING / SHUTTERSTOCK.COM

A palace for **three dynasties**, this extraordinary building is located in the **Oltrarno**, at the foot of **Boboli Hill**. The famous Boboli Gardens, which are the park of the palace, a genuine open-air museum, take their name from this hill. Palazzo Pitti currently contains **four different museums**.

Treasures of the Grand Dukes *(ground floor and mezzanine)*
Conserved in what were the summer apartments of the Medici family are the precious "Treasures of the Medici": vases made of semi-precious stones, rock crystals, ambers and ivories, the exceptional collection of Oriental porcelains; there is also the silverware of the so-called "Treasure of Salzburg", an important collection of jewels created between the 17th and 20th centuries, and a significant section dedicated to contemporary jewellery.

Palatine Gallery and Monumental Apartments *(noble floor)*
The 14 sumptuously furnished rooms of the Royal Apartments offer a fascinating blend of styles. The "Quadreria", the Picture Gallery, established between the 18th and 19th centuries by the Lorena family, includes the world's largest concentration of works by Raphael, as well as paintings by Titian, Tintoretto, Caravaggio and Rubens.

Gallery of Modern Art *(second floor)*
It houses masterpieces from Neoclassicism to the 1930s, with an important group of paintings by the Macchiaioli school.

Museum of Fashion and Costume *(Palazzina della Meridiana)*
This museum possesses a stock of six thousand items, including ancient clothing, theatrical costumes and fashion accessories from the 18th century to today, in addition to underwear, jewels and costume jewellery. Included among the costumes are the 16th-century burial clothes of Cosimo I de' Medici, Eleonor of Toledo and their son.

Piazza de' Pitti, 1. www.uffizi.it/palazzo-pitti

All about Ponte Vecchio

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Ponte Vecchio

© PANI GARMYDER/SHUTTERSTOCK.COM

Vasari Corridor

© FEDERICO MAGONI/SHUTTERSTOCK.COM

It is one of the undisputed symbols of Florence and, as such, is one of the most photographed sites in the world. Here are some details so you can get to know it better.

First of all, it must be said that Ponte Vecchio (literally "Old Bridge") is indeed "old". The first to identify a ford in the Arno were the Etruscans. The Roman founders of the village of "**Florentia**" built a wood and stone bridge there, which dates back to around 1345. Since then, with all the various restorations and modifications, this passage across the Arno has remained in its place, actively participating in the history of the city.

ORIGINAL ARCHITECTURE

The bridge is characterised by a solution with lowered arches, never previously seen, which makes its profile unmistakable. From the very beginning, it was understood to be a natural continuation of the road, and so it has **shops and porticos along both sides**, each with a shop window closed by strong wooden doors, and often with a picturesque backroom protruding over the river.

© STEFY MORELLI/SHUTTERSTOCK.COM

Grafted onto the high part of the bridge is the **Vasari Corridor**, the strategic passageway that was built at the wishes of Cosimo I in 1565 to connect the administrative buildings to his private residence, without exposing the sovereign to any danger.

A UNIQUE HISTORY

During the Renaissance, the traditional shops of **greengrocers, butchers and fishmongers**, who had a preference for the bridge on account of the ease with which they could throw their waste into the river, were evicted en bloc: it was preferred to offer the sovereign goldsmiths' and **jewellers' shops**, which were more appropriate for his gaze (and his nose), and they have continued their presence there ever since for the pleasure of tourists. Considering it a source of great pride, Mussolini invited Hitler there in 1938, opening up new larger, more panoramic windows for his benefit. One rather romanticised version claims that Hitler himself, cherishing the memory of such beauty, would decide to save the bridge from the terrible **bombing campaigns of 1944**. Unfortunately, the historical reconstruction seems to prove that this merit cannot be ascribed to the German dictator.

LUXURY SHOPPING

For more than four hundred years, Ponte Vecchio has therefore been inhabited by **artisans creating admirable gold and silver objects**. Still today, this remains the commercial vocation of the neighbourhood, which is nevertheless not lacking in other luxury trades, starting with **artisan leather goods**. Obviously, the accesses and areas surrounding the Bridge, between via Por Santa Maria and Lungarno degli Archibusieri on one side, and between Borgo San Jacopo and via de' Guicciardini on the other, are also swarming with points of interest and high-quality shops. Bear in mind, however, that sometimes you need only turn into an unknown alley to get away from the bustling crowds and enjoy a carefree stroll.

UNDER THE BRIDGE

Finally, you should know that there is also life under the bridge: the historic **Società Canottieri Firenze**, as well as bringing together sporting rowers, is a point of reference for the activities that take place on the banks of the river. Today, the Circle also offers a stupendous location for **aperitifs, lunches and dinners.**

PH © LABORANT / SHUTTERSTOCK.COM

DISCOVER AND ENJOY

- **Escher** EXHIBITION Museo degli Innocenti • 20 October-26 March
- **Henri Moore in Florence** ART Piazza della Signoria and Abbazia di San Miniato al Monte • until 31 March 2023
- **Officine Bardini** COLLECTIONS Museo Bardini • until 22 November
- **Passione Novecento** MODERN ART Palazzo Medici Riccardi • until 15 January 2023
- **Andature 2022** CONTEMPORARY ART Museo Marino Marini • until 24 October
- **Il Trovatore by Giuseppe Verdi** OPERA Teatro del Maggio Musicale Fiorentino • 2-5-7 October
- **Uto Ughi. La Magia della Musica** CONCERT Teatro Verdi • 16 October
- **Nel tuo tempo** CONTEMPORARY ART Palazzo Strozzi • until 22 January 2023
- **TONY CRAGG. Transfer: thoughts to things** SCULPTURE Museo Novecento • until 15 January 2023
- **Orchestra da Camera Fiorentina** CONCERT Santo Stefano al Ponte • 9-10 October

OUT OF TOWN

- **Treno di Dante** • Florence to Ravenna • Until 30 October
- **Mostra Mercato del Coltello Custom** • Scarperia • until 31 October

Don't miss Piazzale Michelangelo, the Mercato del Porcellino, the Secret Tours at Palazzo Vecchio, the Palazzo Medici Riccardi and the Museo Galileo.
... and more on florence.welcomemagazine.it/events

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Escher

MUSEO DEGLI INNOCENTI,
20 OCTOBER 2022-26 MARCH 2023

THE ART OF ESCHER ON DISPLAY IN FLORENCE

ART The brilliant **Dutch artist Maurits Cornelis Escher** comes to the **Museo degli Innocenti** in the second half of October with an anthological exhibition that brings to Florence some **200 works** and the most iconic works that have made him world-famous. Born in 1898 in Holland, the artist first visited Italy in 1922, where he then lived for many years, visiting it from north to south and representing it in many of his works. Restless, reserved and undoubtedly brilliant, in his famous etchings and lithographs he created a **unique and imaginative world** where art, mathematics, science, physics and design converge.
Because of this unmistakable style, **Escher is one of the most beloved artists worldwide**, so much so that exhibitions dedicated to him have broken all visitor records. Among the most iconic works of his output are on display "Hand with Reflecting Sphere" (1935), "Bond of Union" (1956), "Metamorphosis II" (1939), "Day and Night" (1938) and the "Emblemata" series.

Escher
Museo degli Innocenti.
Piazza Santissima Annunziata, 13
www.mostraescher.it - www.museodeglinnocenti.it

>> About the Museo degli Innocenti

The Escher exhibition takes the form of the first major exhibition event within the monumental complex-designed by Filippo Brunelleschi-that houses the wonderful and extremely rich Museo degli Innocenti. Between history, art and architecture, the Museum's collection features works acquired through donations or as a result of the amalgamation of other welfare institutions, and contains a number of masterpieces by major artists including Domenico Ghirlandaio, Luca and Andrea della Robbia, Sandro Botticelli and Piero di Cosimo, as well as artists who grew up at the Innocenti and were initiated into painting by Prior Vincenzo Borghini, such as Vincenzo Ulivieri, Giovan Battista Naldini and Francesco Morandini (known as Poppi).

SEVERAL LOCATIONS,
UNTIL 31 MARCH 2023

TWO MONUMENTAL TRACKS BY HENRY MOORE

ART The "**Henry Moore in Florence**" exhibition is a tribute 50 years after the memorable exhibition at Forte di Belvedere in 1972. Following the major 2021 shows "Henry Moore. The Sculptor's Drawing" and "Henry Moore in Tuscany", both hosted at the Museo Novecento, the city pays tribute to the English master with a project realized thanks to the renewed collaboration with the Henry Moore Foundation and the BIAF-Biennale Internazionale dell'Antiquariato di Firenze. Until 31 March 2023, the **two monumental works** "Family Group" and "Large Interior Form" will be exhibited respectively in two symbolic places of the city: **Piazza della Signoria** and exceptionally on the Churchyard of the **Abbey of San Miniato al Monte**, in dialogue with the historical and artistic heritage of Florence.

Henry Moore in Florence. *Piazza della Signoria and Abbazia di San Miniato al Monte (churchyard).*
www.museonovecento.it/mostre/henry-moore-in-florence
Photos © Henry Moore Archive

MUSEO BARDINI, UNTIL 22 NOVEMBER

BEHIND THE SCENES OF ART

COLLECTIONS On the occasion of the **centenary of the death of Stefano Bardini**, the "prince of antiquarians", Florence presents an accurate as well as valuable selection of **archival documents, objects, working tools and artistic testimonies** from the collections of the very nearby Palazzo Mozzi Bardini, a true **art factory**. The intent of the exhibition is to illustrate the **complex system of craftsmanship**, and at the same time entrepreneurial, put in place by the Bardinis through the evocative dialogue between some of the works in the civic Bardini Museum and a significant nucleus of documents, photographs, artifacts and work tools.

Officine Bardini
Museo Bardini. Via dei Renai, 37.
www.musefirenze.it

PALAZZO MEDICI RICCARDI,
UNTIL 15 JANUARY 2023

A JOURNEY THROUGH 20TH CENTURY ART

MODERN ART Prestigious selection of works by 20th century masters from **private Florentine and Tuscan collections**. A journey built on a love of **modern and contemporary** art that follows the history of the city. In Florence, in fact, the vicissitudes of art and those of private collecting have been intertwined over the centuries, sowing in the territory a **predisposition sensitive to the avant-garde** and its most advanced experimentation. A precious opportunity to admire works by Paul Klee, Giorgio de Chirico, Giorgio Morandi, Alberto Savinio, Lucio Fontana and Alberto Burri, together with those by Andy Warhol and Roy Lichenstein, Cecily Brown and Tracey Emin. Thanks to the passion of collectors, born in particular in the 'rooms' and studios of Palazzo Medici, the autonomy of works of art was established, appreciated for themselves and treasured.

Passione Novecento. Da Paul Klee a Damien Hirst
Palazzo Medici Riccardi. Via Cavour, 3. www.palazzomediciriccardi.it

MUSEO MARINO MARINI, UNTIL 24 OCTOBER

THE FRAGILE BALANCE OF NATURE

CONTEMPORARY ART This project, now in its **second edition**, is a reflection on existence and the **inseparable bond that unites Man to Nature**, with its laws and the evolutionary processes of the Universe. Science, cosmology, macro and microcosm, ecology are the themes that mark the path of man along the road of his evolution and characterise this project defined precisely by the step, by the artist's gait, individually or together. The protagonists are two artists - **Elisabetta di Maggio** and **Sophie Ko** - who imagine new landscapes of fragile balance but also of strong internal tension, marked by the passing of time.

ANDATURE 2022. Elisabetta di Maggio/Sophie Ko
Museo Marino Marini. Via Cavour, 3. www.palazzomediciriccardi.it

COURTESY GALLERIA CHRISTIAN STEIN MILANO E L'ARTISTA

TEATRO DEL MAGGIO MUSICALE FIORENTINO,
2-5-7 OCTOBER

THE CRY OF THE LAST BY GIUSEPPE VERDI

OPERA Performed for the first time on 19 January 1853 at the Teatro Apollo in Rome, **Il trovatore** by **Giuseppe Verdi**, due to its melodic inventions, its passionate lyricism and its enthralling orchestration, always careful to emphasise the characters of the four protagonists, quickly became the most popular opera of his time. The undisputed protagonist of the opera based on the drama "El Trovador" by Antonio García Gutiérrez is the **gypsy Azucena** (played by Ekaterina Semenchuck), dominated by **conflicting passions** between her thirst for revenge for the death of her mother and her love for her son. **Zubin Mehta** conducts the orchestra and the direction is by Cesare Lievi.

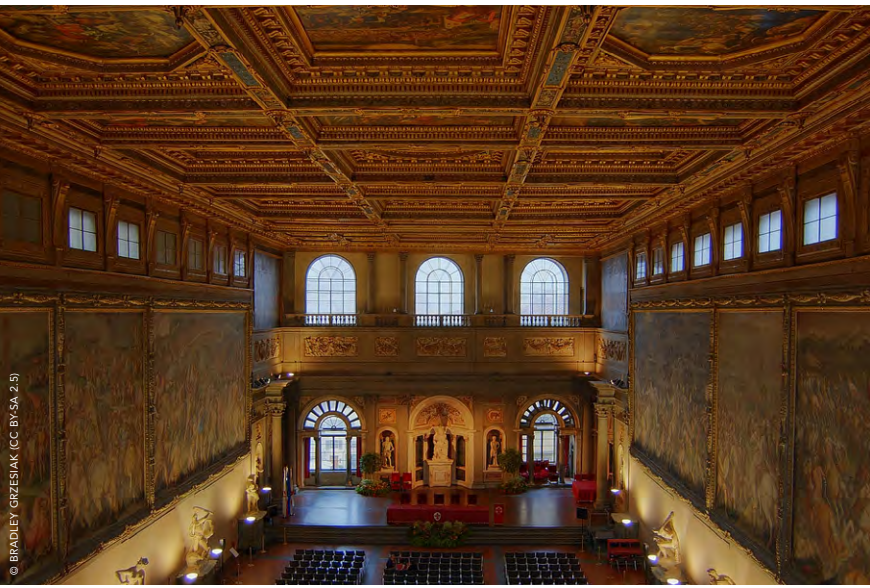
Il trovatore - Giuseppe Verdi
Teatro del Maggio Musicale Fiorentino
Piazza Vittorio Gui, 1. www.maggiofiorentino.com

PALAZZO VECCHIO

DISCOVERING THE SECRETS OF FLORENCE

Percorsi Segreti.
Palazzo Vecchio,
Salone dei Cinquecento,
Studiolo di Francesco I.
musefirenze.it/attivita/
percorsi-segreti/

EXPERIENCE Guided tours of Palazzo Vecchio allow you to visit a series of **particularly precious rooms**, including the staircase built at the behest of **Gualtieri di Brienne** and carved into the thickness of the wall, the Studiolo di **Francesco I de' Medici**, a refined treasure chest "of rare and precious things", and the **Scrittoio of his father Cosimo I** (better known as the "Tesoretto"), and finally the imposing truss structure that supports the coffered ceiling of the **Salone dei Cinquecento**.



© BRADLEY GRZESIAK (CC BY-SA 2.5)

TEATRO VERDI, 16 OCTOBER

THE MAGIC OF MUSIC

CONCERT In the series of classical music concerts hosted at the **Teatro Verdi**, the 2022 programme concludes with a performance by **virtuoso violinist Uto Ughi**, considered one of the greatest exponents of the Italian violin school. The programme includes music by Tommaso Antonio Vitali (*Chaconne in G minor*), Franz Schubert (*Duo in A major*), Tchaikovsky (*Meditation*) and Saint Saens (Rondò capriccioso).

Uto Ughi. La Magia della Musica.
Teatro Verdi. Via Ghibellina, 99
www.teatroverdifirenze.it – www.utoughi.com

PALAZZO STROZZI, UNTIL 22 JANUARY 2023

RENAISSANCE IN REAL LIFE

CONTEMPORARY ART The largest exhibition of the **Icelandic-Danish artist Olafur Eliasson** ever held in Italy to date. With light and shadows, reflections and colours, the artist engages **Renaissance architecture** in an evocative path of installations that place the **dialogue between space and visitor** at the centre, enhancing the themes of subjective perception and shared experience. The artist works on all the Renaissance spaces, from the courtyard to the Piano Nobile at the Strozzina, creating an engaging journey between new installations and historical works that use elements such as **colour, water and light** to create an interaction with our senses and the Renaissance space. The architectural, historical and symbolic context of the palazzo is thus rethought, enhancing the role of the public as an integral part of the works.

OLAFUR ELIASSON. Nel tuo tempo. *Palazzo Strozzi. Piazza degli Strozzi. www.palazzostrozzi.org*

Olafur Eliasson, Firefly double-polyhedron sphere experiment, 2020. Photo: Jens Ziehe. Courtesy of the artist; neugerriemschneider, Berlin; Tanya Bonakdar Gallery, New York. © 2020 Olafur Eliasson

EARLY FORM BRONZE (2014)
PH © MICHAEL RICHTER

SPRING BRONZE (2014)
PH © MICHAEL RICHTER

MUSEO NOVECENTO,
UNTIL 15 JANUARY 2023

TONY CRAGG AND HIS PLASTIC LANGUAGE

SCULPTURE A major monographic exhibition this autumn presents a selection of **sculptures and works on paper by the British master Tony Cragg**. One of the most celebrated exponents of contemporary sculpture, Cragg is best known for having contributed to a renewal of plastic language through the introduction of new materials and techniques (from steel to glass, from ceramics to wood and marble), among the most **experimental and innovative** of our time. For the first time, **three monumental sculptures** will be exhibited in the cloister of the Museo Novecento. The project, which is completely new, is conceived as a mediation tool aimed at presenting not only the works (sculptures and drawings) but also the artist's creative process.

TONY CRAGG. Transfer: thoughts to things
Museo Novecento. Piazza Santa Maria Novella, 10
www.museonovecento.it

PIAZZALE MICHELANGELO

FLORENCE AT YOUR FEET

EXPERIENCE **Piazzale Michelangelo** is one of the **most charming belvederes in Florence**, an unmissable terrace overlooking the city, an essential destination for tourists and Florentines alike. The panorama to be enjoyed from here is breathtaking, as it embraces the entire city, from Forte Belvedere to Santa Croce, along the Lungarni and the Ponte Vecchio, and then the Duomo with its dome and Giotto's bell tower, Palazzo Vecchio, and beyond, the hills to the north of the city. In the square dedicated to Michelangelo there are bronze copies of his famous works: the David and the four allegories of the Medici Chapels of San Lorenzo, the originals of which are obviously conserved in the city. **For a guaranteed wow effect, go there at sunset**. You can get there by bus or on foot, going along the Lungarno, or from Piazza Poggi, by climbing up the charming Rampe del Poggi, a combination of steps, grottos and fountains.

PH © SHUTTERSTOCK.COM

FLORENCE, OCTOBER-MARCH

A UNIQUE FLYING ADVENTURE

EXPERIENCE Flying in a **hot-air balloon** is magical, it is the dream of adults and children alike, and it is even more magical to do it in Tuscany and see **Florence from above**. Flights organised by **Mongolfiere Firenze** take place only at dawn to take advantage of the best currents and include a **1-hour overflight of the city**, following the wind currents. The route continues through part of the Chianti area and ends around Florence, where a transfer back to the take-off site is organised.

The tour, which lasts a total of three hours if you attend the hot-air balloon ride, **starts at 8am** between October and March. The experience also includes a **small breakfast** with prosecco and local products.

www.mongolfierefirenze.com

SANTO STEFANO AL PONTE, 9-10 OCTOBER

WHEN MUSIC MARRIES ART

CONCERT The season of the **Orchestra da Camera Fiorentina** takes place mostly in enchanting locations in the city, unique sites in terms of their historical and artistic value, which, along with the magic of the music, offer irresistible atmospheres such as the church and museum of Orsammichele, the National Museum of the Bargello, the courtyard of Palazzo Medici, the Basilica di Santa Croce or the **Auditorium of Santo Stefano al Ponte**. For these two concerts, the latter has been chosen, a Catholic place of worship located near the Ponte Vecchio, in the small piazza of the same name. The programme for the evenings envisages music by **Portera, Mozart and Beethoven**. Maestro Giuseppe Lanzetta conducts, solo piano Bruno Canino.

Orchestra da Camera Fiorentina. *Santo Stefano al Ponte. Piazza di Santo Stefano, 5. www.orchestrafiorentina.it*

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Piazza del Mercado Nuovo, at the intersection of Via Porta Rossa and Via Calimala.
www.mercatodelporcellino.it

MARKET Enjoy a fun shopping day at the **Mercato del Porcellino**, a daily market that is **one of the oldest markets in the world**. The market is known for its Tuscan leather goods and central location, as well as its Italian **silks, scarves, embroidered tapestries, and souvenirs**. Make sure not to miss the market's namesake, **Il Porcellino**, the bronze statue of a wild boar under the medieval arches. For **good luck**, make a wish at the same time you rub the statue's nose and drop a coin from its mouth.

© WIANGYA/SHUTTERSTOCK.COM

THE RENAISSANCE BEGAN HERE

Lorenzo the Magnificent lived in **Palazzo Medici Riccardi** and the greatest artists worked there. Unmissable from the Medici period are the **Magi Chapel**, frescoed in the 15th century by Benozzo Gozzoli, a work of rare beauty, as are the famous "Madonna with Child" by **Filippo Lippi**, the elegant **Michelozzo's courtyard** and the **Medici Gardens** with the **Limonaia**.

The Magi Chapel. *Palazzo Medici Riccardi. musefirenze.it*

EVENTS

FROM GALILEO TOWARDS THE MODERN SCIENCE

SCIENCE Don't miss a visit to the **Museo Galileo**, an extraordinary collection of **scientific instruments** collected over nearly three centuries by the Medici and Lorraine families, including the only original telescopes by **Galileo Galilei** in the world. This is a precious testimony to the progressive improvement of observation and measurement instruments that favoured the enormous advancement of **scientific knowledge in the 16th and 17th centuries**, a decisive contribution to the affirmation of modern science.

Museo Galileo
Piazza dei Giudici, 1.
www.museogalileo.it

PH © SABINA BERNACCHINI

PH © GUIDO COZZI

FREE SUNDAYS AT THE MUSEUM

Free Sundays are back! The Galleria dell'Accademia announces that **every first Sunday of the month** - 2 October, 6 November and 4 December 2022 - **admission to the museum will be free** and reservations will no longer be required on Saturdays and public holidays.

EVENTS

SANTA MARIA NOVELLA, UNTIL 6 OCTOBER

NEW MUSEUM OF TREASURES OF THE ITALIAN LANGUAGE

EXHIBITION The initiative pre-announced during the Dante celebrations of 2021 is getting underway: the **first museum dedicated to the Italian language**, to be built in Florence. In the **Santa Maria Novella complex**, just a few steps from the railway station, the new **MUNDI-Museo della Lingua Italiana** will not only be a place of study and research, but also an **exhibition venue** with manuscripts, books, paintings and objects related to the history of Italian. There will also be a **multimedia component**, with sensitive stations, touch-screens, video walls, digital devices and educational activities for the promotion of the Italian language, conferences, courses and seminars, book presentations and concerts.

>> **Until 6 October**, an introductory section of the museum can be previewed in **two rooms on the ground floor**. Work will be completed in 2023.

MUNDI Preview
Monumental Complex of Santa Maria Novella
Piazza della Stazione, 6
Open Wednesday to Sunday, 10am-5pm
Free entrance

FIRENZECARD

www.firenzecard.it

"Firenzecard" costs €85 and allows access to **60 museums** and is **valid for 72 hours** from the initial entry to a museum on the Circuit. It can be purchased **online** or from one of the **authorised sales points** in Florence.

Firenzecard includes:

• 1 entry ticket + 1 exhibition supplement + 1 priority ticket for each museum on the **Firenzecard** circuit

• **Priority access** to museums without booking, except for the Dome, Galleria degli Uffizi and Galleria dell'Accademia, where the booking is required but free.

• When purchasing the **Firenzecard**, you can add "**Firenzecard+**" to use the city's **public transport** (Ataf &Line buses and tramway) and the **dedicated commercial offers**. Firenzecard+ is valid for **72 hours** from the first validation.

• Finally, with "**Firenzecard Restart**" you will be able to visit the museums of the circuit that you didn't manage to see on your first visit to Florence; you will be able to **add another 48 effective hours** to your expired **FirenzeCard**.

MANET eSIM: DIGITAL AND SMART

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- **WHERE -** The Manet eSIM offers you affordable mobile data, even **abroad, directly on your smartphone**.
- **WHEN -** You can buy online the Manet eSIM and activate it on your personal device **at any time, also before the departure.**
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FLORENCE TO RAVENNA, UNTIL 30 OCTOBER

WELCOME ABOARD THE DANTE'S TRAIN

SPECIAL TOUR All aboard the **Treno di Dante** for a day full of exploring. The ride starts at Firenze Santa Maria Novella Train Station and visitors are onboard the train for a total of **three hours**, breaking up the journey by stopping at **six towns** along the way towards the Apennines. Only on **Saturdays and Sundays** visitors can take the heritage train **from Florence to Ravenna** stopping at the "Most beautiful villages in Italy" to experience **culture**, **museums** and **taste** new cuisine and while onboard viewing beautiful countryside. Pay extra for organized excursions or walk around the village on your own to experience everything the villages have to offer.

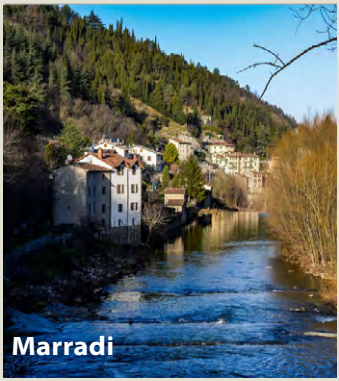
Treno di Dante
Florence to Ravenna
To see the itinerary: https://iltrenodidante.it/en/le-tappe
To ckect the timetable: https://iltrenodidante.it/en/orari

Florence

Brisighella

Borgo San Lorenzo

Faenza


Marradi

Ravenna

OUT OF TOWN

SCARPERIA, UNTIL 31 OCTOBER

THE MOST BEAUTIFUL KNIVES

OUT OF TOWN Scarperia - one of the "most beautiful towns in Italy", the location of the **Mugello international autodrome** - has long been a famous centre for the hand-crafted production of knives, and also hosts a curious and fascinating **Museo dei Ferri Taglienti**. The name of the Tuscan town is an international brand in cutlery today, celebrated by the **Fair and Market of Custom Knives** that takes place in October in the streets of the town. You must not miss the ancient **Bottega del Coltellinaio**, where you can observe and participate - with the help of an experienced cutler - in the construction of your very own knife using ancient tools.

Mostra Mercato del Coltello Custom
Vecchia Prepositura, Scarperia . (1 hour from Florence)
www.prolocoscarperia.it - museoferritaglientiscarperia.it

2022 EVENTS IN ITALY

OCTOBER

8/10– 6/12 | Alba (Piedmont) | International Alba White Truffle Fair. www.fieradeltartufo.org

9/10 | Trieste | Barcolana. www.barcolana.it

NOVEMBER

2-6/11 | Turin | Paratissima (18th edition). www.paratissima.it

4-6/11 | Turin | Artissima (29th edition). www.artissima.art

3-6/11 | Verona | Fieracavalli (124th edition). www.fieracavalli.it

8-13/11
Milan | EICMA. International Motorcycle and Accessories Exhibition. www.eicma.it

16-20/11 | Milan | BookCity Milano. bookcitymilano.it

18-19/11 | Milan | Ospitiamo 2022. ospitiamo.eu

21/11 | Venice | Festa della Salute. venice.welcomemagazine.it

18-26/11 | Venice | Teatro La Fenice - Opening of the Opera and Ballet season with the "Falstaff" by Giuseppe Verdi. www.teatrolafenice.it

DECEMBER

3-11/12 | Milan | Artigiano in Fiera. artigianoinfiera.it

7/12 | Milan | Teatro alla Scala – Opening of the Opera Season with the "Boris Godunov" by M.P. Mussorgskij. www.teatroallascala.org

20-21/12 | Venice | Basilica di San Marco - Christmas Concert. www.teatrolafenice.it

TRADITIONAL EVENTS IN FLORENCE

6 JANUARY

CAVALCATA DEI MAGI
A historical re-enactment of the Epiphany when Three Wise Men brought gifts of gold, frankincense and myrrh to the Baby Jesus.
A celebration that takes place wearing splendid fifteenth-century costumes.

18 FEBRUARY

ANNIVERSARY OF THE DEATH OF THE ELECTRESS OF THE PALATINATE
Celebration of the last heir of the Medici dynasty, Anna Maria Luisa: the presence in Florence of extraordinary artistic treasures including the Uffizi Gallery, the Palatine Gallery and the Gallery of the Academy is all due to her. To mark the occasion, some municipal museums allow access free of charge.

25 MARCH

CAPODANNO FIORENTINO
The Florentine "Old New Year", celebrated since before the advent of the Gregorian Calendar (1582), with a parade through the central streets of the city in historical costumes.

EASTER

SCOPPIO DEL CARRO
A popular secular and religious tradition that dates back to the time of the Crusades. A procession with percussionists and flag-wavers in historical costumes, city officials and representatives of the clergy, accompanies a cart with a pyrotechnic tower from the church of SS. Apostoli to Santa Maria del Fiore, where it is set alight.

1 MAY

TROFEO MARZOCCO-SBANDIERATORI
A contest between historical groups of flag-wavers organized by the "Bandierai degli Uffizi di Firenze", which takes place in Piazza della Signoria.

THIRD SUNDAY IN MAY

PALIO DEL BALUARDO
A crossbow shooting competition to commemorate the birth of the Florentine Republic on 16th May 1527, the date when the Medici were expelled from Florence.
The competition is held at the Bastione known as the Fonte della Ginevra.

23 MAY

LA FIORITA
A Florentine tradition celebrating the burning at the stake of Dominican preacher Fra Girolamo Savonarola, a controversial figure in the city's history. A wreath of flowers is laid on the plaque dedicated to him in Piazza della Signoria, after which rose petals are thrown into the Arno from Ponte Vecchio.

24 JUNE

FESTA DI SAN GIOVANNI and FINALE DEL CALCIO STORICO
A contest that has taken place in Piazza Santa Croce for 600 years on the day of St. John the Baptist, the patron saint of the city. Highly competitive, it combines football, rugby and wrestling and is held as the culmination of a tournament between teams from the city's neighbourhoods: White from Santo Spirito, Red from Santa Maria Novella, Green from San Giovanni and Blue from Santa Croce.

26 JULY

FESTA DI SANT'ANNA
A secular and religious festival held near the church of Orsanmichele, in which the figure of Saint Anne, co-patron saint of the city, is venerated.

10 AUGUST

FESTA DI SAN LORENZO
It takes place in the morning with a "Historical Procession of the Florentine Republic" from the Piazzetta di Parte Guelfa through the streets of the historic centre to the Basilica di San Lorenzo. In the evening, in Piazza San Lorenzo.

END OF SEPTEMBER

BACCO ARTIGIANO
A traditional Festival of Wine and the outstanding products of the territory. Concomitant entertainment events are also held to mark the occasion.

8 OCTOBER

FESTA DI SANTA REPARATA
At Santa Maria del Fiore each year the ceremony is held of the offering of candles in the crypt. According to the legend it was thanks to the miraculous intercession of Saint Reparata that the Florentines succeeded in repelling the siege of the Ostrogoths in 406 AD, an event that marked the triumph of Christianity in Florence.

END OF DECEMBER

FESTA DEGLI OMAGGI
An ancient folkloristic event in which the "Procession of the Florentine Republic" addresses the civil and religious authorities to wish them good luck during the festivities.

[WELCOME TO ITALIA]

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ALL ABOUT FLORENCE!

You will have the opportunity to enjoy a guided tour of the Accademia Gallery and the Uffizi and to walk around the city center.

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TOP MUSEUM TOUR

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The guided tours include the skip the line tickets.

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Dream experiences

FLORENCE BY NIGHT PRIVATE EXPERIENCE

Explore the city center with a private tour: you can enjoy a pleasant walk with an expert guide.

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EXCLUSIVE TOUR AT THE ACCADEMIA

Don't miss an original tour discovering the stories of the "David" by Michelangelo.

>CLICK & BUY

DUOMO SMART PRIVATE TOUR

Enter the fascinating church of Santa Maria del Fiore with skip the line access. One hour tour with a private guide.

>CLICK & BUY

INDEX

Dream experiences

THE SPECIAL ONES

MARKET TOUR AND TUSCAN COOKING EXPERIENCE

Let's visit the Sant'Ambrogio Market with a chef-guide and buy all the necessary for a cooking class. Enjoy your meal with a wine tasting.

>CLICK & BUY

SPECIAL HUNT FOR FAMILIES AND CHILDREN

Learn about Florence's past in a fun and entertaining way in an intriguing quiz and animal art hunt. Two itineraries are available: Medieval and Renaissance.

>CLICK & BUY

SHOPPING

Brandimarte, on a silver platter

At this historic Florentine silverware brand you can purchase engravings, glasses, decanters, and jewellery creations.

>> Brandimarte
www.brandimarte.com
Via del Moro, 92/r.
T: 055 2693384.

In the heart of the historic centre of Florence, there is a special boutique: the workshop of **Brandimarte**, a company that was established in Florence in 1955 and that was run by the founder's grandchildren, Stefano and Giada Guscelli. Since 2017 the brand is owned by Bianca Guscelli, Stefano's daughter.
Brandimarte is distinguished for the **hand crafting** and sale of **silverware for the table** and **925 sterling silver jewellery**, in addition to its collection of historical silver medals. The **collections of jewels**, exclusively made in Italy, created by the best Florentine artisans, include bracelets, rings, necklaces, earrings and much more besides.

INDEX SEE MAP

ANGELA CAPUTI GIUGGIÙ

In the centre of Florence, in an old 17th-century building known as "Palazzetto Medici", a few steps from the Ponte Vecchio, are the boutique and the creative heart of Florentine designer Angela Caputi's brand Giuggiù. Her imaginative plastic jewellery items, much loved by international customers, are genuinely unique pieces of fine craftsmanship. In the Borgo SS. Apostoli boutique it is also possible to purchase a selection of clothing items and accessories that complete the brand's collections.

www.angelacaputi.com
Borgo SS. Apostoli, 44/46. T: 055 292993.
Via S. Spirito, 58/r. T: 055 212972.

The entire Ferragamo universe

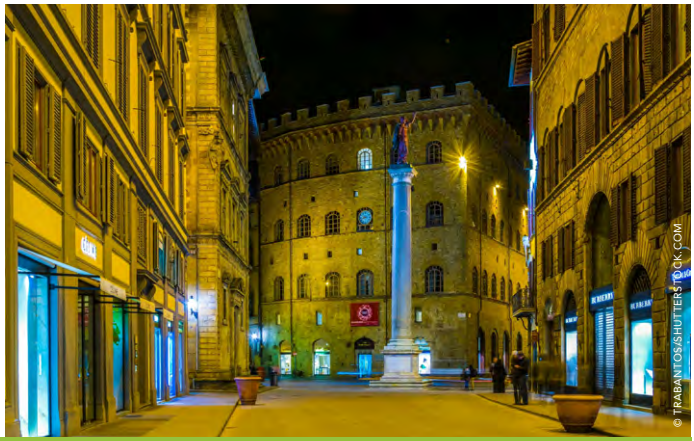
Florentine brand that has known how to combine age-old hand crafting skills with the creativity, today **Salvatore Ferragamo** represents quality, contemporary elegance, innovation and tradition. The boutique, which contains all the men's, women's, accessories and perfume collections, is located inside the medieval **Palazzo Spini Feroni**, the company's historic workshop since 1938, and today also the site of the **Salvatore Ferragamo Museum**. The boutique occupies the entire ground floor of the building, inside large spaces decorated with 18th-century frescoes, stretching from Piazza Santa Trinita to the banks of the River Arno. And it is precisely the wing of the store that faces onto Piazza Santa Trinita that hosts the **Ferragamo's Creations** corner, with the exclusive footwear line that revisits some of the brand's iconic.
www.ferragamo.com

From California to Florence

The footwear, clothing and accessories of the **UGG® brand**, founded in 1978 by an Australian surfer on the coast of California, which has become an icon of style thanks to its leather and reversed sheepskin boots, find space in the brand's **first Italian boutique**. Inside, the more traditional models stand alongside new footwear from the **Classic Revolution** collection, which reinterprets classicism with a contemporary touch, inspired by the vitality of San Francisco. Drawing inspiration from Classic Short II, Classic Mini II and Neumel models by the brand, the collection includes **thirteen renovated models**. Stylistic research with the use of new materials, decorative elements such as straps and zippers and the addition of wedges are combined with an in-depth study of comfort. In addition to footwear, lovers of shopping can also find a selection of outerwear and accessories. **www.ugg.com**

Strolling through Florence

The city's blend of old-world charm and modern specialty stores makes for a shopping experience that will satisfy every kind of visitor.


© TRABANTOS/SHUTTERSTOCK.COM

VIA DE'TORNABUONI: LUXURY SHOPPING

Together with Via della Vigna Nuova, Via de'Tornabuoni is believed to be the **most famous shopping area** in the city, containing many **top designer fashion brands**. This district, which is the medieval heart of the city, has been associated with luxury shopping since the 19th century. The **historical buildings** have been renovated into modern stores housing famous brands like Gucci, Salvatore Ferragamo, Bulgari, Burberry, Damiani, Dolce & Gabbana, Giorgio Armani, Loro Piana, Montblanc, Pomellato, Prada, Saint Laurent, Stefano Ricci, Valentino, Tod's, Hogan, Emilio Pucci and many others.

VIA DEL PARIONE: THE ARTISANAL HEART OF THE CITY

A street celebrating Florence's artisanal shopping opportunities, revealing **artisanal stores** and **modern boutiques** that offer one-of-a-kind goods. This area houses **Il Bisonte**, a Florentine brand of unique high-quality Italian leather items and **Anichini**, a traditional tailor's shop for children where skilled artisans create elegant items for newborns, children and youngsters using the best Italian fabrics. Don't miss the **Antica Legatoria Alberto Cozzi**, a store filled with the arts of bookbinding, personalizing original leather goods, and embellishing paper through the rare process of marbling.

© JULIA LAV/SHUTTERSTOCK.COM

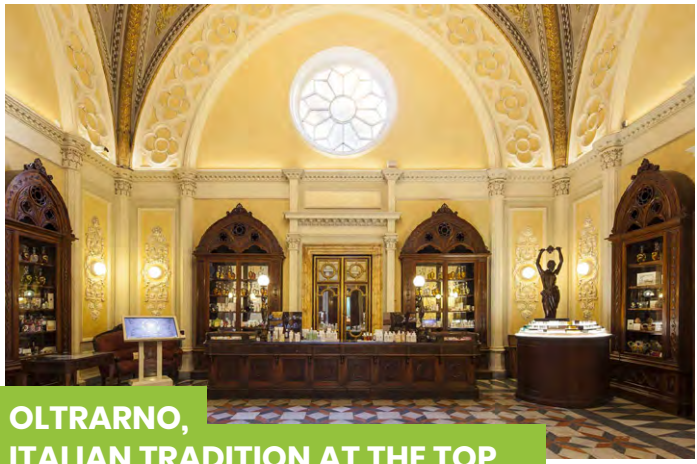
PONTE VECCHIO, LUXURY SHOPPING OVER THE BRIDGE

Ponte Vecchio is a passageway over the **Arno River** that is devoted to shopping for **gold and jewellery**. The jewellery shops have a long history. Back in 1563, Grand Duke Ferdinand I ordered local goldsmiths to set up shop along the bridge, in order to replace the butchers' and grocers' shops that had been established there for centuries. The latter threw garbage and scraps from their shops into the Arno and this damaged the image of the city. After four hundred years, this is still the commercial vocation of the district, which nonetheless does not lack other luxury trades, starting with handmade **leather goods**. Particular attention should be paid to the **Cassetti 1926** boutique, whose first shop on the Ponte Vecchio dates back to 1976 and whose second was opened in 1981. This was followed by the Rolex Boutique in 2009 and the Vacheron Constantin one (2014) which, with its watchmaking history of almost 260 years, adds further value to the range of luxury goods by the Cassetti brand.

SAN LORENZO MARKET

The market of San Lorenzo is a not-to-be-missed experience in Florence. The indoor section, called **Mercato Centrale**, is a **gourmet heaven** that offers an **endless selection of international foods** in a 19th-century building. Shop for groceries or spend **time tasting all the food** in the eating area. The market also has an outdoor area that stretches across multiple streets surrounding Mercato Centrale, consisting of **hundreds of vendors** that give you the opportunity to buy **authentic souvenirs.**

© EGROY/SHUTTERSTOCK.COM



OLTRARNO, ITALIAN TRADITION AT THE TOP

In the districts of the Oltrarno - **San Frediano, Santo Spirito and San Niccolò** - you breathe the air of a more authentic "**Florentine-ness**". In this labyrinth of lanes and alleyways you can still find craftsmen and women who conserve and hand down original and sophisticated working methods. Once considered among the most infamous neighbourhoods in the city, today **San Frediano** has become fashionable, also thanks to the famous Lonely Planet guide, which defined it as "the coolest neighbourhood in the world". In particular, Borgo San Frediano has become renowned both for its traditional artisan shops and historical monuments. Don't miss the legendary art form with a visit to the Officina **Profumo-Farmaceutica di Santa Maria Novella**, a 600-year-old perfumery located in a breathtaking antique structure. Still using ancient recipes to make modern-day perfumes and skincare goods, its products have been famous for centuries.

ARTISANS IN OLTRARNO

From a recent census, it seems that there are around **800 artisans' workshops** in the **Oltrarno**. If you have a weakness for **shoes**, you are in the right place, because this zone is the very place where you can see craftsmen busy at work on made-to-measure **shoes**, such as those of **Roberto Ugolini** *(see photo)*. Do you love the unmistakable aroma of paper? Then you will not be able to resist going into one of the marbled paper and bookbinding artisan shops in the Oltrarno, such as **Il Torchio**. But this zone is also swarming with **goldsmiths' workshops**: for example, drop in at **Ugo Bellini**. And what can you say about the **Antico Setificio Fiorentino**, one of the very few **silk production workshops** left in Europe? Since 1786 they have been spinning precious silk fabrics, today used above all by the houses of haute couture and by architects to furnish residences and boats.

© KIEVVICTOR/SHUTTERSTOCK.COM

SANT'AMBROGIO, THE PICTURESQUE DISTRICT OF FLORENCE

Sant'Ambrogio is a lesser-known area filled with stores and restaurants, featuring the beauty of Florence without plentiful crowds. Shop for fresh ingredients in the **Mercato di Sant'Ambrogio**, a historic indoor market that has offered produce and specialty foods since 1873. For antiques and crafts, stroll through the **Ciompi Antiquarito** in Piazza Annigoni. Open daily, this market offers vintage items such as jewelry, prints, and books. If you love leather accessories then you must not miss **Cuore di pelle** where you can buy all items made of handsewn leather (www.cuordipelle.com). In Via De' Macci, you must not miss **Cecilia Falciai**, who specialises in working scagliola and in the technique of Florentine mosaic-making (*commesso*) using semi-precious stones and marble (www.ceciliafalciaiscagliola.com). In Via Sant'Egidio, the historic shop **Sbigoli Terrecotte** offers a vast range of artistic ceramics (www. sbigoliterrecotte.it).

VIA PORTA ROSSA AND PIAZZA DELLA REPUBBLICA

In the **heart of Florence**, the network of streets between Via Porta Rossa and Piazza della Repubblica form a **paradise for shoppers**. Browse through countless luxury stores and marvel at window displays in Via Porta Rossa to find the perfect Florentine souvenir. Don't miss **Rinascente**, a department store in Piazza della Repubblica that sells **the best brands and artisan products in the city**, even offering a terrace with a breathtaking **panoramic view** of the city.

© BAHDANOVICH ALENA/SHUTTERSTOCK.COM

BORGO SS. APOSTOLI

Borgo SS. Apostoli is a road tucked between Ponte Vecchio and Ponte Santa Trinita, a **quiet haven** in the center of the bustling city. The street contains **historic buildings** and numerous **antique stores** that **embody Florentine artisanship**. Find historic stones, artwork, and leather goods in the traditional stores that line the peaceful road.

BORGO OGNISSANTI, TOP OF ANTIQUES

The street of Borgo Ognissanti runs parallel to the Arno River and is located nearby the Duomo. Considered the "**path of opportunity**," this area is filled with stores whose products range from **flowers** to **pastries** to hardware tools. Discover showrooms that span from **antique to contemporary** as well as **interior design** stores. Walk through Piazza Ognissanti, the site of the annual antique fair where global dealers meet to display their traditional paintings and furniture.

Tax Free Refund Guide

According to the Italian law, non-EU resident travellers may be granted VAT relief/refund for goods intended for personal or family use purchased in Italy. This relief is surely **an advantage for the foreign travellers**: in fact, it allows to save from a minimum of 4% up to a maximum of 22% of the selling price of the goods purchased. Here is a **short guide** according to the **Italian legislation** to discover the common system of value added **tax exclusively for non-EU resident travellers**.

1. VAT (in Italian: IVA) is a **value added tax** on goods and services, and is part of the European Union's value added tax system.

2. In some cases, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.

3. You may be eligible for a VAT refund provided that:

- you are a **non-EU resident**;
- the goods purchased are intended **for personal or family use** only and are carried in your luggage;
- the overall value of the goods purchased exceeds **154,94 Euro** (VAT included);
- the purchase is certified by an **invoice**. This invoice should include a description of the goods purchased, your personal information as well as the details of your passport or any other equivalent document;
- the goods shall leave the EU territory by the **third month** following the date of issue of the invoice, as proved by the "**customs stamp**";
- from 1 September 2018, tax free invoices in Italy must be electronically transmitted by the national seller to OTELLO information system (**O**nline **T**ax Refund at **E**xit: **L**ight **L**ane **O**ptimization) and their validation is digitally carried out.
- after the digital "customs stamp" is obtained, OTELLO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.

Tax Free Refund Guide

- the invoice is **returned to the Italian retailer** within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.

4. The goods purchased and the relevant invoice must be **shown at the customs** exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs **BEFORE checking in**).

5. After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the document was issued.

6. The refund can be made **directly by the Italian retailer** (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).

7. Several **Tax-Free companies are able to offer immediate VAT cash refunds** when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. **Most major department stores have Tax Free Refund offices**.

8. The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.

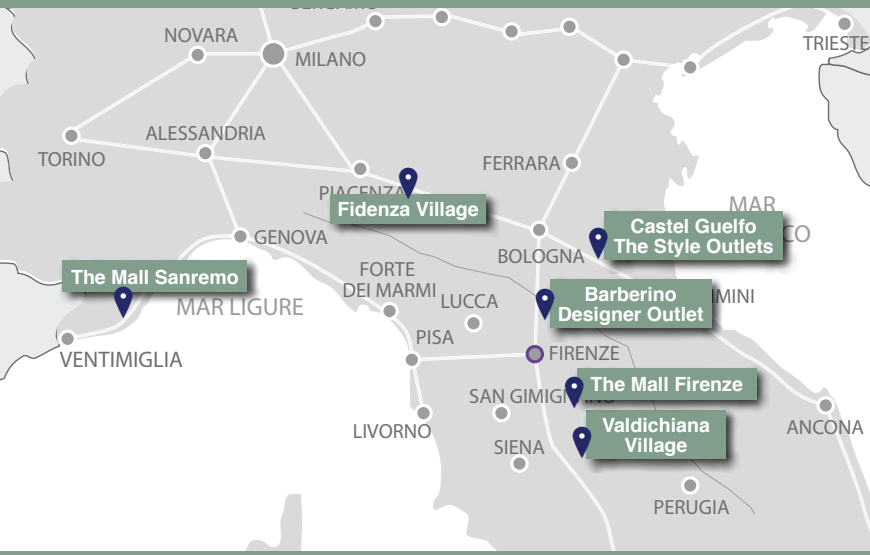
9. In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.

10. However, please note, VAT cannot be refunded directly by customs offices.

Source: www.adm.gov.it/portale/ee/citizen/

FASHION & DESIGN

OUTLETS



In addition to the shopping destinations that can be found in the city, those with a **passion for shopping** and **an eye for saving** cannot fail to plan a visit to the **outlet villages**, small towns where you can find many different **brand shops**.

Around Florence, in Tuscany and elsewhere, you can easily reach some **shopping destinations** that offer the **best in fashion and design** at very interesting prices and with **discounts all year round**.

Not only shopping: customers are offered the opportunity to spend an entire day relaxing with the whole family, and to take advantage of numerous **dedicated services**: from a wide range of restaurants, to play areas for the entertainment of children, from convenient daily shuttles to move from the Tuscany capital to parking for those arriving by their own car, up to services directly related to shopping such as tax free and personal shopper.

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BARBERINO DESIGNER OUTLET

McArthurGlen Barberino is conveniently located adjacent to the A1 motorway, for easy access from Florence (just 30 minutes from the city centre). McArthurGlen also boasts "Serravalle" near Milan (the largest Designer Outlet in Europe), "Castel Romano" near Rome, "La Reggia" near Naples and "Noventa di Piave" close to Venice. Open daily 10am-8pm.

• **WHERE**: take the A1-E35 motorway in the direction of Bologna and exit at Barberino. Daily shuttle bus service from Florence Santa Maria Novella train station (4 times a day). Meeting point: City Sightseeing Firenze Line A Stop No.1, Florence SMN Train Station, left-luggage office side.

• **WHAT:** the perfect location to find your favourite designer brands at up to 70% off, all year round. With more than 120 boutiques, cafés and restaurants, children's play area and free parking, surrounded by wonderful Tuscany countryside and architecture, Barberino Designer Outlet offers something for everyone. *McArthurGlen.it/Barberino*

Barberino Designer Outlet

CASTEL GUELFO THE STYLE OUTLETS

The point where quality, style and convenience meet: men's, women's and children's clothes, sportswear, accessories and cosmetics with discounts of between 30% and 70% all year round. Castel Guelfo The Style Outlets is located in the Emilia-Romagna region, 1.5 hours from Florence. Open Mon-Fri 10am-8pm; Sat and Sun 10am-8.30pm.

• **WHERE:** take the A1 Bologna-Ancona and exit at Castel San Pietro Terme. A free shuttle service is available daily from Castel San Pietro Terme railway station.

• **WHAT:** 110 boutiques by prestigious brands – such as Baldinini, K-way, Flavio Castellani, Guess, Pepe Jeans, Timberland, Trussardi and Vans – of clothing and accessories for the whole family, sportswear, items for the home and beauty products, with discounts of up to 70% on the retail price.

• **NOT ONLY SHOPPING:** to make the day of shopping even more enjoyable, the centre also hosts art exhibitions, lots of events and initiatives designed to involve the whole family.

www.thestyleoutlets.it

Castel Guelfo The Style Outlets

Fidenza Village

FIDENZA VILLAGE

This is one of the 11 Villages in Europe and China of The Bicester Collection® by Value Retail: a place where hospitality makes the shopping experience memorable. The Village is located in the Emilia-Romagna region, 2 hours from Florence. Open daily 10am-8pm.

• **WHERE:** halfway between Bologna and Milan, near Parma. Take the A1-E35 motorway and exit at Fidenza/Salsomaggiore Terme.

• **WHAT:** an exclusive shopping experience with a Virtual Shopping Service allowing you to shop directly via WhatsApp, phone or email. Over 120 boutiques of the world's leading fashion and lifestyle brands at reduced prices (up to 70% off).

• **NOT ONLY SHOPPING:** the Village is an open-air museum decorated with street art works created by some of the greatest Italian and international street artists. Furthermore its restaurants and cafè pay homage to the region's rich cultural and gastronomic heritage. After your day of shopping, the guest can indulge in delicious homemade pasta with fresh Parmesan cheese from nearby Parma.

www.fidenzavillage.com

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The Mall Firenze

THE MALL FIRENZE

The luxury outlet centre The Mall Firenze is a gallery of the world's most exclusive designers at truly advantageous prices, offering customers a unique shopping experience. It is set in the heart of the Tuscan countryside, just 30 minutes from Florence. Open daily 10am-7pm (in June, July, August 10am-8pm).

• **WHERE:** take the A1-E35 motorway in the direction of Rome. Leave the motorway at the "Incisa-Reggello" exit and proceed on the right towards Pontassieve, as far as Leccio. Direct bus service from central Florence (Busitalia/Sita bus station-Via S. Caterina da Siena, near the central railway station, €7). Exclusive door-to-door minivan service from centrally located hotels in Florence (€35 round trip). Ask your concierge.

• **WHAT:** over 40 luxury stores (fashion, fragrance and footwear) featuring your favourite brands with discounts of up to 70% year-round: Gucci, Fendi, Salvatore Ferragamo, Dolce&Gabbana, Jimmy Choo, Saint Laurent, Bottega Veneta and Chloé (June 2018 Opening).

• **NOT ONLY SHOPPING:** the Gucci Caffè Restaurant, on the top floor of the Gucci store, is the perfect spot for a lunch break or just to savour a moment of relaxation after a day's shopping. *www.themall.it*

VALDICHIANA VILLAGE

An authentic "Shopping Village" in the province of Arezzo (1 hour from Florence), offering a pleasant, relaxing atmosphere and a unique shopping experience characterised by quality and convenience. It has several facilities and services, such as a beauty centre, a playground, the library and several food courts where the best local food and wines are on offer.
Open daily 10am-8pm.

• **WHERE:** take the A1-E35 motorway in the direction of Rome and exit at Valdichiana Bettolle.

• **WHAT:** 140 designer and brand shops characterized by quality and convenience offering 30% to 70% discounts all year round and further discounts during sale periods: Adidas, Baldinini, Brooks Brothers, Calvin Klein, Diadora, Geox, Guess, Levi's, Massimo Rebecchi, Samsonite, Tommy Hilfiger, Under Armour and many others.

• **NOT ONLY SHOPPING:** ample choice of the restaurants and refreshments, a modern playground, the possibility of recharging your electric car, free wi-fi, mobile phone recharge and, in the event of rain, the possibility of walking in the dry beneath the porticoes. *www.valdichianaoutlet.it*

Valdichiana Village

TASTING

One restaurant, three souls

High-quality ingredients and an elegant, welcoming environment make Foody Farm the ideal place at any time of day.

>> Foody Farm
www.foodyfarm.it
Lungarno Corsini, 2A.
T: 055 242327.

This restaurant, a few yards from the Ponte Vecchio, makes the rediscovery of **Tuscan raw materials**, combined to bring **innovative recipes** to life, its distinctive feature. The specialities range from street food to tartares, as well as salads, home-made pasta, cheeses and meats, with a selection of **vegetarian offers**, all based on local ingredients from carefully selected **small Tuscan farms**. Inside the restaurant three souls Coexist: **BreakFarm**, from 7am to 10.30am based on the **international buffet breakfast**, while **Farmology** reinterprets the classic concept of **aperitifs** or **after dinner drinks**.

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PH © OKUNIN / SHUTTERSTOCK.COM

Genuine food for all tastes at the Central Market

Where is it possible to taste Sicilian specialities, vegan dishes, Chianina hamburgers, sushi, fresh pasta, dishes from the Tuscan tradition such as tripe and lamprey, high-quality meats, pizzas, fried food specials and artisan ice-creams, all under one roof? At the Central Market, a temple of taste located right in the city centre and housed on the first floor of the **historic covered market of San Lorenzo**. In this sort of modern agora for gourmets, y**ou can also take a seat** at the large convivial tables and enjoy one of the many specialities that are prepared there on the spot. In a territory such as that of Florence, which is famous for the genuineness and quality of its dishes, the aim has been to protect consumers to the maximum: all the operators at the Central Market in fact sign a quality specification whereby all the dishes prepared inside the market are cooked using only the raw materials on sale at the market itself. **www.mercatocentrale.it**

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Obicà, not only Mozzarella and Pizza

PH © ANDREA GRANATIERO

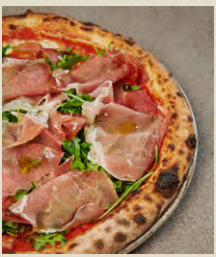
In the elegant and sumptuous setting of a period palace Obicà Mozzarella Bar welcomes its guests with the best of traditional Italian cuisine.

This season, Obicà's menu is ready to take you into its universe of wonders and tasty novelties. Starting with **Pizza**, which tells a story rooted in **Italian tradition** and **evolving quality**. Absolutely not to be missed, the **Bufala**, the **Organic Tomato** and the one with **Crudo**, all three specialities that in their simplicity tell of the **most authentic taste**.

Rounded, with natural sourdough and flour from the ancient Molino Paolo Mariani, Pizza is a true speciality of Obicà. Rounded, because

PH © ALBERTO BLASETTI

the **perfect circle shape** is a reminder of the essentiality and minimal elegance of a dish that is at the **heart of Italian cuisine**. As for the dough, then, the mixture is unique because it combines natural sourdough and stone-ground type 1 flour, which preserves all the nutrient-rich parts. Finally, a slow leavening process of at **least 48 hours** gives the pizza **fragrance, lightness and fluffiness.**



OBICÀ ALL OVER THE WORLD – The authenticity and genuineness of the best Italian products of which the Obicà Mozzarella Bar Group is a spokesman, can now be tried in no less than **21 restaurants around the world**. In Italy, between Milan and Palermo, Florence and Rome, but also abroad, where the Italian soul is intertwined with a cosmopolitan spirit: London, Porto, New York, Tokyo, Osaka and Yokohama.

DISCOVER MORE >
SEE MAP
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2022 MICHELIN-STARRED RESTAURANTS

In addition to the historic and well established Enoteca Pinchiorri, with its prestigious three Michelin stars, there are six other Florentine restaurants that have been awarded one star.

Enoteca Pinchiorri

Santa Elisabetta

Enoteca Pinchiorri ❀❀❀

Via Ghibellina, 87. T: 055 242757

enotecapinchiorri.it

How do you manage to be honoured with three Michelin stars, the highest recognition, which is only achieved by a hundred restaurants worldwide? In the case of the Enoteca Pinchiorri, it comes from the winning combination of prime quality raw materials, the search for innovation, yet without forgetting the territory's (great) culinary tradition, obsessive attention to every detail and an unrivalled wine menu, which includes highly prized labels, along with others that are little known but equally interesting. Then we can add the fact that the restaurant is located inside the 18th-century Palazzo Jacometti-Ciofi and that its desserts are a delight for the senses.

Santa Elisabetta
Piazza Santa Elisabetta, 3. T: 055 27370
www.ristorantesantaelisabetta.it
In the heart of the historical centre of Florence, a unique location, the Byzantine Pagliazza Tower: built around 541-544 AD, today it is part of the register of historical Florentine buildings. Santa Elisabetta is on the first floor of the tower, with a particular circular shape, in an intimate atmosphere that only houses seven tables. Its menu respects nature and the seasons. The Chef chooses to experiment with minimalism, on dishes with a single product that is the protagonist and two or three others that act as a support. Each dish is characterized by the contrasts between acidity and sweetness, cooked and raw, sapidity and lightness.

Borgo San Jacopo *c/o Hotel Lungarno Borgo*
San Jacopo, 62/r. T: 055 281661
www.borgosanjacopo.com
Overlooking the banks of the Arno, with a picture postcard view of Ponte Vecchio, the restaurant Borgo San Jacopo is perfect for a romantic evening. In this case the winning recipe is one that blends creativity, tradition and quality ingredients (lamb in sea water or Bresse rooster and octopus are an example of this), all washed down with wines chosen from a cellar of 900 labels. You can opt for the tasting menu (the potato-based one is unmissable) or à la carte.

Borgo San Jacopo
Ribollita calssica..e croccante

La Leggenda dei Frati

Gucci Osteria da Massimo Bottura

Gucci Osteria da Massimo Bottura
Piazza della Signoria, 10. T: 055 75927038
www.gucci.com/it/it/store/osteria-bottura
Located inside inside the Gucci Garden, the creative liaison between Gucci and Bottura celebrates two things Italy is renowned for: fashion and fine cuisine. Head of the team is Mexican chef Karime Lopez Kondo. The menu is an explosive blend of flavours ranging from Italy to the Orient and offers cosmopolitan titbits such as the "Taka-ban", the classic Japanese steamed bun with pork belly and spicy sauce, or marinated Adriatic palamita with tortilla or fried aubergines in shiso sauce. In a very intimate setting, the bistro plays around the tones of green and pistachio and can welcome up t o 35 diners indoors.

La Leggenda dei Frati
c/o Villa Bardini
Costa S. Giorgio, 6/a. T: 055 0680545
www.laleggendadeifrati.it
Inside the Villa Bardini museum complex in Costa San Giorgio is the one-star restaurant La Leggenda dei Frati helmed by chef Filippo Saporito and his wife Ombretta Giovannini.
A breathtaking view over Florence and across vineyards at the

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rear, these are just the cherry on the cake of a creative culinary proposal, which in this case too draws its inspiration from the local tradition, with a propensity for quality meat (the boiled sausages and 'soppressata' are self-produced), but also for vegetables picked directly from the restaurant's own vegetable and herb garden and for the hand-made bread using flour from ancient grains.

Il Palagio

Borgo Pinti, 99. T: 055 2626450

www.ilpalagioristorante.it

Inside the Hotel Four Seasons, in a sophisticated environment with tables both indoors and outdoors, Il Palagio bases itself on a culinary proposal that looks to the Italian and regional tradition with a touch of modernity, as in the terrine of foie gras with Vin Santo gelée or cheese and pepper cavatelli with red shrimps and baby squid. Chef Vito Mollica offers a menu that is a symphony of flavours, raw materials and colours, at times venturing far beyond the confines of Tuscany with dishes based on truffle, wagyu beef or three kinds of caviar. The wine menu includes more than 400 labels, 50 of which also served by the glass.

Il Palagio

FLORENTINE FOOD TERMS

Florence has a multitude of culinary specialities of peasant origin that are still very popular in the city today. Some are so niche as to be unknown outside Florence. So we've decided to put together a glossary of Florentine food terms to help you find your way...

Buca Mario

BISTECCA ALLA FIORENTINA

This is one of the most iconic dishes in Florence cuisine. The succulent steak is obtained from a specific cut of a young Chianina cow, a part of the loin near the backbone which has a T-bone in the middle. It should be grilled at a very high temperature, so that a fine crust forms rapidly on the meat. All the flavour of this dish depends on the cooking: the meat must be brown on the outside but red, soft and juicy on the inside, hot, but not cooked through. It should also be at least 3 or 4 cms thick, and weigh between 1.2 kg and 1.5 kgs. At a restaurant you pay for a fiorentina by weight: an average price to be sure of getting the real thing is around 50 euros a kilo.

CANTUCCI

This is one of the best-known cake recipes in Tuscan cuisine. The finger-shaped almond biscuits are made by slicing up a long roll of baked dough while still hot. The dough is made with flour, sugar, eggs, butter and raw almonds, not toasted or shelled. Tuscans normally dunk their 'cantucci' in a fortified local wine called Vin Santo made from dried grapes. You can find them in any bakery or local foods shop.

CIBREO

A dish for strong stomachs, Cibreo is a typical main course of Florentine "poor cuisine" containing liver, chicken hearts, crests, eggs, lemon juice and onion. Even though presented like that it seems to be an inauspicious mixture, it is famous for having been one of the favourite dishes of Caterina de' Medici, who attempted - unsuccessfully - to export it to France and it seems she was so fond of it that it gave her indigestion a number of times.

Cantucci

Cibreo

PH © LYASHENKO_EGOR

LAMPREDOTTO

This is Florentine street food par excellence. But watch out, it's not for weak stomachs. Actually it's a cow's fourth stomach, known as the 'abomaso', cooked in a herb broth and most commonly served in a panino soaked in the broth or topped with the local parsley-based green sauce. Historically a poor man's dish, it is still very popular in Florence today thanks to the numerous open-air kiosks known as "lampredottai", doing a roaring trade with Florentines as well as tourists who can't wait to try this speciality, accompanied by the obligatory glass of wine.

PAPPA COL POMODORO

On the face of it this is just another variant of bread and tomatoes. But until you've tried this soup made of stale bread (unsalted), tomatoes, garlic, basil, extra virgin Tuscan olive oil, salt and pepper, you'll never guess how good it is. Everyone loves this tasty, genuine dish, including the kids. So much so there's even a popular children's song all about it.

Lampredotto

Pappa col pomodoro

RIBOLLITA

Another delicious country dish typical of Florence and the whole of central Tuscany is ribollita, a soup made of stale bread, kale and beans (borlotti, toscanelli or cannellini). 'Ribollita' literally means boiled several times. The name derives from the fact that in the old days peasants used to make a large pot and serve it, heated up, over a number of days, each time tastier than before.

SCHIACCIATA

This simple focaccia baked in a wood oven and dressed with olive oil and salt is a great favourite with Florentines, who eat it on its own or stuffed with salumi and cheeses, either as a quick lunch or substantial snack. Again, like many traditional Florentine recipes, it is based on a horror of wasting any left over bread dough. In Florence you'll find it at any baker's, but of course everyone has their own preference: soft and well oiled, crisp and salty, or made with ancient grains. Just try it to decide which is your favourite!

HISTORIC CELLARS FOR FOODIES

Florence's *cantine*, where in the past the well to do kept their wine, salumi and meats, haven't lost their vocation as custodians of fine taste. The majority are still called "*buca*", although some have become proper restaurants, while others still offer authentic Florentine home cooking.

Antica Mescita San Niccolò

Ever wanted to eat lunch in a 1000 AD Romanesque crypt? In Florence you can, at the Antica Mescita San Niccolò, which also used to serve as a customs post for wine originating from Chianti. Naturally, the wine is excellent and predominately Tuscan and the food also reflects the season and the local territory, with dishes such as cold cuts and mixed cheeses, ribollita, bistecca alla fiorentina and lampredotto, to name just a few.

www.osteriasanniccolo.it

Via San Niccolò, 60/r. T: 055 2342836.

Antica Mescita San Niccolò

Buca Lapi

Buca Lapi
Buca Lapi is one of Florence's oldest eating places. Crafted out of the wine cellars of the Renaissance Palazzo Antinori, it still preserves traces of over a century of history thanks to the meticulous restoration of the internal frescoes. Buca Lapi is particularly popular with lovers of the real fiorentina, but the other local Tuscan dishes are worth trying too, such as croutons, ribollita or wild boar with polenta. The bill won't be particularly easy on the pocket, especially if you go for the steak, but as we know quality doesn't come cheap. ***www.bucalapi.com. Via del Trebbio 1/r. T: 055 213768.***

Buca Mario
For years ordinary folk have rubbed shoulders with famous names beneath the bare brick ceilings of Buca Mario to enjoy simple, genuine Florentine cuisine (although you can still request a private room for up to ten people in classic 16th-century Florentine style). The bistecca alla fiorentina is excellent, as is the ribollita or pappardelle with Maremma boar ragù.
www.bucamario.com
Piazza degli Ottaviani, 16/r T: 055 214179.

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Buca Poldo
A few yards from Piazza della Signoria and Ponte Vecchio, Buca Poldo serves characteristic Tuscan dishes including ribollita, pappa al pomodoro, fiorentina and boar stew, as well as a few forays into other regional cuisines. Although the majority of the courses are meat based, some fish dishes are also available. The kitchen is open on two sides, so that diners can watch the chefs at work.
www.bucapoldo.com
Chiasso degli Armagnati, 2/R. T: 055.239.6578.

Buca San Giovanni
Buca San Giovanni is another of Italy's historic restaurants. Originally the sacristy of the nearby Baptistery of Saint John opposite Florence cathedral, it was also the Rosicrucian masons' secret initiation venue and countless notables from Florence and elsewhere have enjoyed a meal under its ancient vaults. There is no lack of classic dishes such as ossobuco alla Fiorentina (oxtail) and stracotto al Chianti (beef braised in Chianti), but the cuisine also stretches to other Italian regional specialities, such as bucatini all'amatriciana, spaghetti alla carbonara or linguine al pesto.
www.bucasangiovanni.it
Piazza San Giovanni, 8. T: 055 287612

Buca San Giovanni

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Fiaschetteria Nuvoli
Just a few steps from Piazza Duomo is an obligatory destination for anyone who has ever wondered what Florence's old wine cellars were really like in the past. Open from 8.30 in the morning until evening, it serves typical Tuscan specialities such as chicken liver croutons, cold cuts, tagliatelle al ragù, fried chicken or brains, ribollita, pappa col pomodoro and roast porchetta. There is also a vast choice of Tuscan wines, also available for aperitifs.
Piazza dell'Olio, 15/r. T: 055 239 6616.

Ristorante Buca dell'Orafo
A few yards from Ponte Vecchio, in an old goldsmith's workshop inside the walls of a 13th century palace, is the restaurant Buca dell'Orafo. Traditional Tuscan dishes and menus that vary depending on the season testify to the quality of the ingredients. Don't miss the ribollita, the maltagliati (flat, irregular offcuts of pasta), autumn mushrooms and taglierini with fresh spring peas.
www.bucadellorafo.com
Via dei Girolami, 28/r. T: 055 213619.

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LEISURE

Cheers to the new Paszkowski

Since 1846, quality and tradition have been combined in this unmissable destination for breakfast, a snack or an aperitif with an authentically Florentine spirit.

>> Caffè Concerto Paszkowski caffepaszkowski.it. Piazza della Repubblica, 35/R T: 055 210236.

First inaugurated with the name Caffè Centrale, the **Caffè Concerto Paszkovski** took on its current identity in 1903, when he became a café concerto and then a famous literary café. Today, it hosts a **tea room**, a **cocktail bar** and a **restaurant**. The first, today as yesterday, is the ideal place to treat yourself to a coffee prepared respecting the best Italian tradition. The ritual of the **aperitif** takes place every day with drinks ranging from the great classics to signature cocktails. The classic dishes of the tradition, with the addition of contemporary offerings, become the protagonists of the **Restaurant** under the skilful guidance of chef Fabio Barbaglini.

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Solve the mystery and save the city of Florence!

"The Medici Game. Murder at Pitti Palace", is the first videogame devoted to the famous grand ducal dynasty. Specially created for the **Uffizi Galleries**, the game is structured as an investigative adventure where the player, in the guise of **young scholar Caterina**, moves through the richly furnished rooms of the palace, tackling dangerous adversaries and solving countless riddles concealed within the masterpieces of its museums. The plot is dotted with **historical-artistic insights** into the protagonists of the events of the Medici, while the locations have been faithfully reconstructed based on a **meticulous photographic campaign**. Download from Google Play and AppStore (€2.29) - 7 languages (Italian, English, Spanish, Russian, Portuguese, Chinese and Japanese). **www.themedicigame.com**

WELCOME TO FORTE DEI MARMI

The bikes, the scent of maritime pines, the focaccine, the Wednesday market, the long pier stretching into the sea, the historic beach clubs with their striped umbrellas and the Liberty-style villas hidden away in the shade of the pinewood. This, and so much more, is Forte dei Marmi.

Forte dei Marmi is a famous **seaside resort** in the province of Lucca that takes its name from the fort located in the town centre and from the marbles of the nearby Apuan Alps. Located around an hour and a half by train from Florence, since the early 20th century it has fascinated industrialists such as the Agnelli and Siemens families and intellectuals such as Thomas Mann or Luchino Visconti, to name just a few. The major tourism boom occurred in the post-war period, when it became one of the most **glamorous holiday resorts** in Italy.
Today "Il Forte", as the regulars call it, not without a touch of self-congratulatory snobbery, retains its own refined, hazy aura. Here, in the summer months, the days pass lazily, between the beach (no less than 5 kilometres long) and the pinewood. Among the **historic establishments** are the Silvio, Piero and Annetta beach clubs, but more recently fashionable new entry international clubs such as Nikki Beach (the one in Saint Tropez, in other words) are also doing well.
In the late afternoon, before an aperitif at Almarosa, frequented by footballers and stars of the entertainment world, you can go shopping in the boutiques in the town centre. And if you linger a while to watch the sunset from the beach, don't worry, because the shops stay open here till late evening in the summer months.
All the major brands, from Gucci to Prada, have shops at Il Forte, but there is also no shortage of several boutiques where tradition meets innovation, such as Angela Caputi Giuggiù with its works of art for wearing, or a few multibrand shops as Boutique Fiacchini, that stands out for their choice of international labels. But the real gems are the historic shops, such as the one

belonging to Antonio Artigiano, who has been creating hand-crafted footwear for more than forty years now, and Giovanni del Forte, who manufactures hand-made clogs for VIPs and royal families, or Principe di Firenze, a tailor's shop of yesteryear, with its age-old charm and bundles of precious fabrics.
A holiday in Forte dei Marmi revolves around rituals that seem eternal: on Wednesdays, for instance, there is the legendary **Forte dei Marmi Market**, a genuine open-air boutique where you can buy precious fabrics or ceramics for your seaside home, but also leather goods, hats made of fine straw and cashmere cardigans, all strictly Made in Italy.

NEW ASPESI STORE FOR A TIMELESS STYLE
In one of Tuscany's most iconic seaside resorts, Aspesi opened its first store in Forte dei Marmi this year, in the central Piazza Garibaldi. Characterised by the typical elements of the Aspesi concept, the 90 sq.m. store combines the essential elements of resin and cement with furnishings in brighter shades - yellow, green and pink - with a touch of irony in the director chairs typical of Versilia. The soul of the place combines with the brand's innovation and its proposals for Spring-Summer 2022. www.aspesi.com. Piazza Garibaldi, 6. T: 0584 345728.

SPA VENUES IN TUSCANY

A region rich in natural thermal springs, Tuscany offers a wide choice of structures, particularly near Siena and Grosseto. In addition to the famous Montecatini and Chianciano, there are more "discreet" structures and resorts offering a different experience of relaxation and wellbeing.

Bagni San Filippo

Bagni San Filippo
A small town not far from the slopes of Mount Amiata, famous for millennia for its sulphur waters, which were used by the Etruscans, and for the white calcareous deposits that form the small, spectacular hot water falls (48 °C) of the Fosso Bianco. Unlike the well-being and spa treatment centre, access to this area is free of charge.
Terme San Filippo, www.termesanfilippo.it. Via San Filippo, 23. T: 0577 872982. **B&B Il Fosso Bianco**, Via San Filippo, 22. T: 392 3449596. Bagni San Filippo (Siena).

Bagno Vignoni
This tiny ancient stone village has one unique and unforgettable characteristic: at its centre is Piazza delle Sorgenti, an ancient pool measuring 49x29 metres (not for bathing) where the spar waters are collected, gushing out at a temperature of 52 °C and shrouding the village in evocative steam during the cold months.

Albergo Le Terme, www.albergoleterme.it. Piazza delle Sorgenti, 13. Bagno Vignoni di San Quirico d'Orcia (Siena).
T: 0577 887150.
Spa Resort Hotel Adler Thermae.
www.adler-thermae.com. Strada di Bagno Vignoni, 1.
San Quirico d'Orcia (Siena).
T: 0577 889001.

Castello di Velona
An 11th-century fortress transformed into a residential villa in the Renaissance, the castle - now a 5-star resort - is located on a hill overlooking the greenery of the Val d'Orcia. between Sant'Antimo and Montalcino. The indoor and outdoor swimming pools (and the bathrooms of some of the rooms) use water from a nearby thermal spring originating on Mount Amiata.
Castello di Velona Resort Thermal SPA & Winery, www.castellodivelona.it. Località La Velona, Montalcino (Siena).
T: 0577 839002.

Bagno Vignoni

Grotta dei Giusti

Grotta Giusti
The spectacular Grotta Giusti, on the outskirts of Montecatini, is a natural cave that winds its way among stalactites and stalagmites to a stretch of crystal clear water, the temperatures of which vary from 27°C to 34°C. Above all mud therapy and balneotherapy are practised there in baths enriched with ozone to stimulate the metabolism of the blood vessels.
Grotta Giusti, www.grottagiustispa.com.
Via Grotta Giusti, 1411 - Monsummano Terme (Pistoia).
T: 0572 90771.

San Casciano dei Bagni
Classified among the "Most Beautiful Towns of Italy", San Casciano stands on a hill immersed in the Siena countryside. The Bagno Grande and the Bagno Bossolo are ancient washtubs where it is possible to bathe freely, while there are indoor and outdoor baths, wellbeing treatments and a splendid resort at Fonteverde, sheltered by a magical garden with views of Mount Amiata.
Fonteverde. www.fonteverdespa.com. Località Terme, 1 - San Casciano dei Bagni (Siena). T: 0578 57241.

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Saturnia - Cascate del Mulino
Among the most beautiful free thermal baths in the world, the Cascate del Mulino are small natural pools supplied by small waterfalls that form a unique, unrepeatable environment. Next to them, the Terme di Saturnia complex has spring water pools, a wellbeing centre and a 5-star resort.
Cascate del Mulino, www.cascate-del-mulino.info.
Terme di Saturnia Spa & Golf Resort, www.termedisaturnia.it. Località Follonata, Saturnia - Manciano (Grosseto).
T: 0564 600111.

Terme di Petriolo
The thermal baths are sited on a natural spring in the Valley dell'Ombrone, along the course of the River Farma. The waters, rich in salts, gush out at a temperature of 43 °C and are traditionally used to treat various pathologies of the respiratory tracts. www.termedipetriolo.it. Strada Provinciale di Petriolo, Monticiano (Siena).
Petriolo Spa Resort, www.atahotels.it/hotel/petriolo-spa-resort. Località Bagni di Petriolo, Frazione Pari, Civitella Paganico (Grosseto). T: 0577 1606059.

Saturnia - Cascate del Mulino

ITINERARIES

Amid faith, art and history

Universally recognised as one of the locations symbolising the city, the Baptistery of San Giovanni is one of the oldest places of worship in Florence.

Located opposite the complex of Santa Maria del Fiore, the Baptistery owes part of its renown to its octagonal plan structure surmounted by a pyramidal dome and the richly decorated interior of great Renaissance artists. The exterior is famous for its three **bronze doors**: the **South Door**, by Andrea Pisano, dating back to 1330, illustrates the life of Saint John the Baptist in 28 inlaid panels, the **North Door**, by Lorenzo Ghiberti, imagines the life and passion of Christ through 20 panels, and with a further eight, the four evangelists and four "fathers of the church", while the **East Door**, (or "Porta del Paradiso") consists of ten gilded panels representing scenes from the Old Testament.

>> Battistero di San Giovanni
Piazza San Giovanni.
www.ilgrandemuseodelduomo.it

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Palazzo Pitti and its dynasties

A palace for three dynasties, Palazzo Pitti is an extraordinary building located in the **Oltrarno district**, at the foot of ther Boboli Hill. The famous **Boboli Gardens**, which are the park of the palace, take their name from this hill. Palazzo Pitti contains **four different museums**: the **Treasures of the Grand Dukes** (*ground flloor and mezzanine*) with vases made of semi-precious stones, rock crystals, ambers and ivories and an exceptional collection of Oriental porcelains; the **Palatine Gallery and Monumental Apartments** (*noble floor*) with the world's largest concentration of works by Raphael, the **Gallery of Modern Art** (*second floor*) hosting an important group of paintings by the Macchiaioli school; the **Musem of Fashion and Costume** (*Palazzina della Meridiana*) with 6,000 items from the 18th century to today.
Open Tues-Sun 8.15am-6.50pm.
www.uffizi.it/palazzo-pitti. Piazza de' Pitti, 1.

© RABANTOS/SHUTTERSTOCK.COM

DUOMO

Completed in 1436, at the time the Duomo in Florence was the largest Christian church in the world. Today the religious building, the official name of which is "**Cathedral of Santa Maria del Fiore**", is third in terms of dimensions after St. Peter's in Rome and St. Paul's Cathedral in London. **Brunelleschi's Dome**, still the tallest construction in the city, is a symbol known all over the world.

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© AGNIESZKA LOBODZINSKA/SHUTTERSTOCK.COM

BATTISTERO

The first official dating of the Baptistery of St. John the Baptist is in the 12th century. Located opposite the Cathedral of Santa Maria del Fiore, it is characterised by an **octagonal plan**, lined with a dome of eight segments, covered by a pyramid roof. The outside is decorated with white marble from Carrara and green marble from Prato, characteristics of the **Florentine architecture** of the **Romanesque period**.

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CAMPANILE DI GIOTTO

84.70 metres high and around 15 wide, the Giotto's bell tower is one of the four main components of the complex of Santa Maria del Fiore. Lined with **white, red and green marble**, the majestic square-based bell tower, **designed by Giotto in 1334**, can be visited by climbing no less than **414 stairs** up to the top, from where you can enjoy extraordinary views of Brunelleschi's Dome.

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GALLERIA DEGLI UFFIZI

One of the most famous museums in the world on account of its **extraordinary collections** of ancient sculptures and paintings (from the Middle Ages to the modern age).
The Gallery occupies the first and second floors of the large building erected between 1560 and 1580 based on a project by **Giorgio Vasari**.

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PIAZZA DELLA SIGNORIA

This is the central square of Florence, the seat of civil power and **social heart of the city**. Facing onto it are **Palazzo Vecchio**, the splendid **Loggia della Signoria**, the Tribunale della Mercanzia, Palazzo Uguccioni and Palazzo delle Assicurazioni Generali. Also prominent in the square are the **Fountain of Neptune** and a series of **statues of Renaissance** origin, representing an important sculptural cycle.

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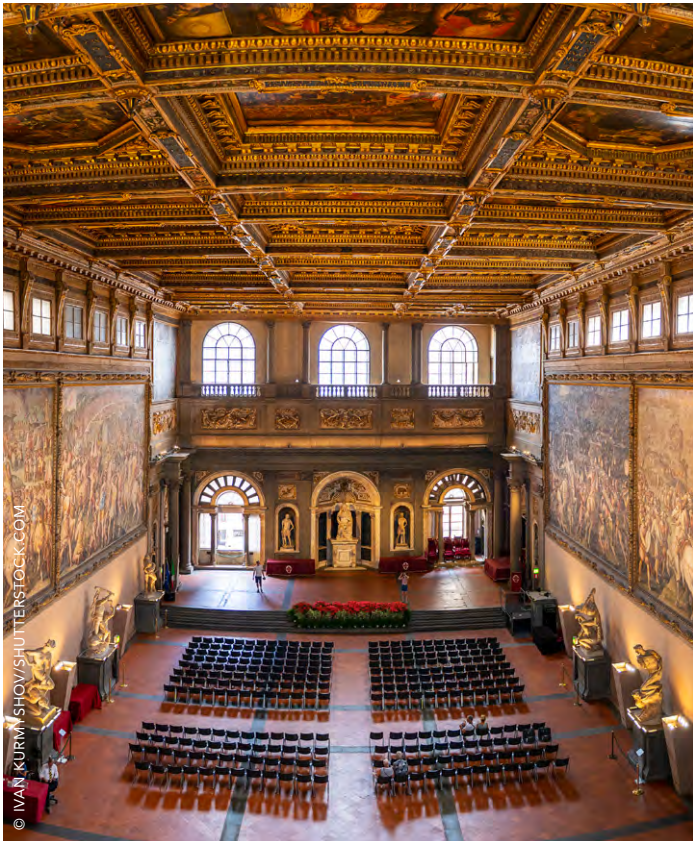
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PALAZZO VECCHIO

Located in Piazza della Signoria, today it is the seat of the **Municipal Council** of Florence. It is the finest synthesis of **14th-century civil architecture** and is one of the best known civic buildings in the world. Its **imposing façade**, abounding in history, the charm of its **magnificent courtyards** and its precious interiors make it a site visited daily by hundreds of people.

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PONTE VECCHIO

The official date of foundation of the current Ponte Vecchio is given as 1345. For the entire Middle Ages the bridge hosted **greengrocers', fishmongers' and butchers' shops**, who used the river to dispose of their waste in a hurry. At the end of the 16th century, however, when it became the "noble" zone of the city, the **goldsmiths and jewellers** started to arrive, and they have been there uninterruptedly to this day.

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CORRIDOIO VASARIANO

The Vasari Corridor is a raised walkway **connecting Ponte Vecchio with Palazzo Pitti**. It is a rather narrow passage the entrance to which is at the beginning of the second corridor of the Uffizi Gallery; it then stretches along the Arno, **over the Ponte Vecchio**, finally arriving at Palazzo Pitti. It was built in 1565 by the great Florentine architect **Giorgio Vasari**. On display along the Corridor are **over 1000 paintings**.

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PALAZZO PITTI

The symbol of wealth and power, the building was inhabited by the **Medici** in the period of their maximum splendour, then by the **Habsburg-Lorraines** and, after the Unity of Italy, by the **Savoy family**. The original architecture dates back to the 15th century and "Pitti" is the surname of its first owner. The building is located Oltrarno (on the left bank of the river), at the foot of **Boboli Hill**.

© CLEARVIEW / SHUTTERSTOCK.COM

GIARDINO DI BOBOLI

One of the most important examples of **Italian-style gardens** in the world and a genuine **open-air museum** on account of its admirable architectural and landscaped layout. Currently it is connected to Forte di Belvedere and is the site of **several museums**: the Treasury of the Grand Dukes, the Palatine Gallery and the Royal Apartments, the Gallery of Modern Art and the Museum of Fashion and Costume.

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PIAZZALE MICHELANGELO

This is the most famous and appreciated **panoramic point** in Florence, with its views seen all over the world in million of postcards and reproductions. The design of the square **dates back to 1869**, when Florence was capital of Italy. Dedicated to the city's most famous artist, the square has bronze copies of some of Michelangelo's most famous sculptures.

© V.E/SHUTTERSTOCK.COM

SAN MINIATO AL MONTE

The Abbey of San Miniato al Monte is a medieval religious building situated at one of the highest **panoramic points** in Florence. The most spectacular access is gained via the **monumental flight of steps**. The outside of the church is decorated with green and white marble, typical of **Florentine Romanesque**, while the interior boasts one of the city's best conserved original floors.

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SANTA CROCE

One of the "great basilicas" in Florence, a point of reference of the **Franciscan order**. Giotto painted some of his great masterpieces here and the French writer Stendhal experienced that profound artistic agitation that has been known since then as the "**Stendhal syndrome**". The basilica contains the **monumental sepulchres** of Michelangelo, Galileo and Machiavelli.

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SANTA MARIA NOVELLA

Together with Santa Croce, San Lorenzo and Santo Spirito, it is one of the "great basilicas", a point of reference of the **Dominican order**. The church, with its elegant façade by Leon Battista Alberti, is a harmonious synthesis of **Gothic and Renaissance styles**. It hosts exceptional works of art by Masaccio, Giotto, Brunelleschi, Filippino Lippi, Domenico Ghirlandaio and Paolo Uccello.

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SANTO SPIRITO

Together with Santa Croce, San Lorenzo and Santa Maria Novella, it is one of the "great basilicas", a point of reference of the **Augustinian order**. The church has given its name to the entire surrounding neighbourhood, "Borgo Santo Spirito".
A jewel of **Renaissance architecture**, the church was the last great project by **Filippo Brunelleschi**.

SAN LORENZO

Together with Santa Croce, Santo Spirito and Santa Maria Novella, it is one of the "great basilicas", founded by Saint Ambrose, in the 4th century AD. Its current appearance, however, is the result of the last major reconstruction work that took place in the 15th century at the wishes of the Medici and under the direction of the great architect **Filippo Brunelleschi**.

MERCATO CENTRALE

Built at the end of the 19th century, the Central Market is a building of a certain architectural merit. The project was entrusted to **Giuseppe Mengoni**, the architect of the Galleria Vittorio Emanuele in Milan, who was inspired by Les Halles in Paris. Today, a point of reference for informal but **good quality cuisine** for both Florentines and tourists.

MUSEO NOVECENTO

Dedicated to the **Italian art of the 20th century**, it offers a selection of around 300 works representing that unrepeatable artistic season that saw Florence at the centre of the international cultural scene. The **immersive museum itinerary** includes multimedia workstations, sound devices and video rooms along with the works themselves.

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PALAZZO MEDICI RICCARDI

Four centuries of the history of art, architecture and collections in a single building, one of the most beautiful in Florence; built in the mid-15th century by **Michelozzo** at the wishes of the Medici, it is the **prototype of Renaissance civil architecture**. Its jewel is the **Magi Chapel**, which you enter by climbing the elegant seventeenth-century staircase.

MUSEO DEGLI INNOCENTI

The Museum is located in the ancient Spedale degli Innocenti, a masterpiece of Renaissance architecture designed by **Brunelleschi**. The museum itinerary combines the documentary and historical-artistic heritage, and hosts **precious artworks** by Botticelli, Ghirlandaio, Luca and Andrea della Robbia and many more. On the terrace the elegant **Caffè del Verone** offers beautiful panoramic views.

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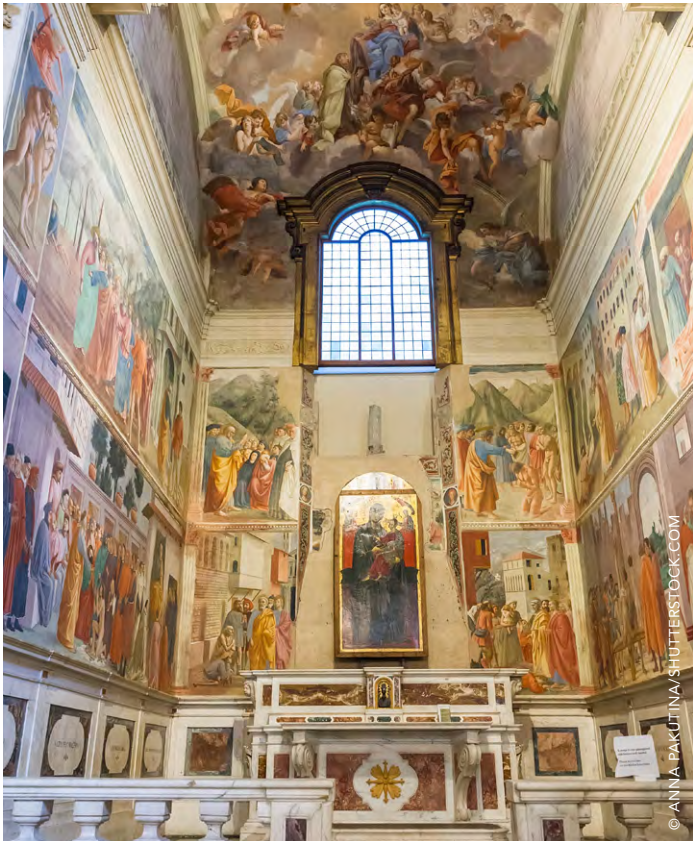
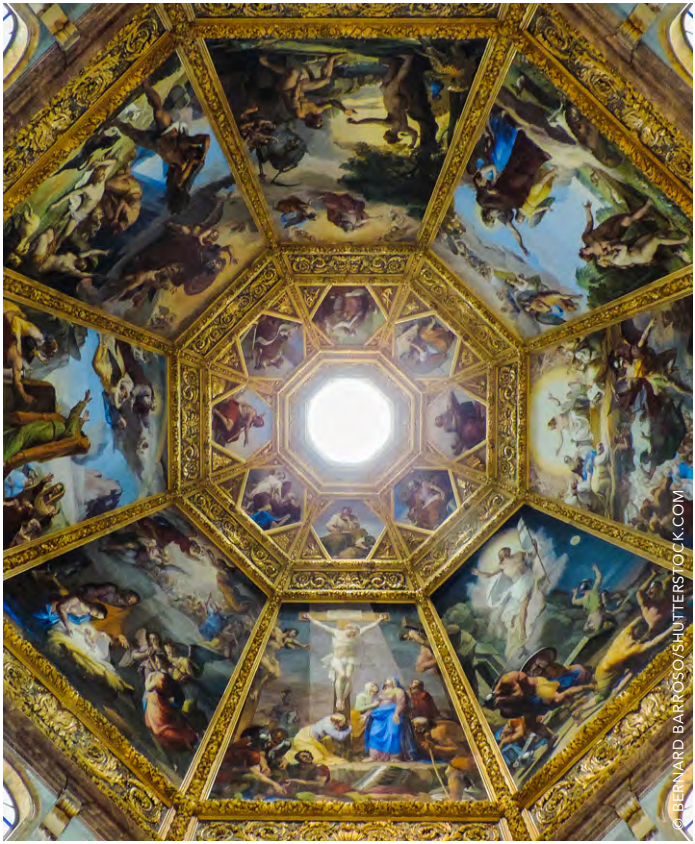

© ANNA PAKUTINA/SHUTTERSTOCK.COM

CAPPELLA BRANCACCI

The Church and the Convent of Santa Maria del Carmine, dating back to the mid-13th century, house the Brancacci Chapel, a masterpiece that is universally renowned for the frescos of the cycle of Scenes from the Life of St. Peter by **Masaccio** and **Masolino da Panicale**. Executed in 1425-1427, they were left unfinished and were eventually completed by **Filippino Lippi** between 1481 and 1482.


© BERNARD BARROSO/SHUTTERSTOCK.COM

CAPPELLE MEDICEE

The museum consists of the **New Sacristy**, designed by Michelangelo, the **Chapel of the Princes**, a monumental mausoleum built using semi-precious stones, the **Crypt**, where the Medici Grand Dukes and their relatives are buried, and the Lorenese Crypt, which, in addition to the remains of the Lorena family, contains the funeral monument to Cosimo the Elder, founder of the dynasty.

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MUSEO DELL'OPIFICIO DELLE PIETRE DURE

An elegant **collection of works made of semiprecious stones** and multi-coloured marble and scagliola, paintings on stone and oil paintings, instruments, plus an extensive collection of stone samples. The works are displayed in chronological order from the early 17th century to the 1880s.

MUSEO GALILEO

Housed in the historic Palazzo Castellani, its unique collections include **ancient scientific instruments** datable between the 11th and 19th centuries, including all of **Galileo Galilei's original instruments**. One group consists of the collection of instruments of the Medici dynasty, the other of the objects subsequently gathered together by the Grand Dukes of Lorraine.

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FORTE DI BELVEDERE

At the end of the 16th century, Ferdinando de' Medici commissioned **Bernardo Buontalenti** to design a **fortress on the top of Boboli Hill**, to incorporate a villa to be used as a "belvedere" by the Grand Duke's court. Despite its strategic position, it was never used for defensive purposes; however, a vault was created in the underground floors to house the state treasury. The fort currently hosts top-level events and exhibitions.

VILLA BARDINI

Today Villa Bardini, a place rich in history, art and culture, has become an **exhibition centre**, which, along with temporary exhibitions, also hosts the **Pietro Annigoni Museum** (www.museoannigoni.it), dedicated to the great realist painter, and the **Roberto Capucci Museum** (www. fondazionerobertocapucci.com). In addition, there is also a Michelin starred restaurant inside it, La Leggenda dei Frati.

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ORSANMICHELE

A unique, extraordinary monument, in which civil and religious functions are combined. Built as a granary, in the mid-14th century it was consecrated for Christian worship. On the ground floor the Church houses a grandiose marble tabernacle by **Orcagna**. On the second floor you can enjoy a fine panoramic view of Santa Maria del Fiore.

MUSEO DEL BARGELLO

The headquarters of two ancient benevolent institutions, the **Compagnia della Misericordia** and the **Compagnia del Bigallo**, the so-called Loggia del Bigallo is a complex the construction of which was begun in 1352. A precious record of the history of Florence, the museum conserves wonderful frescos from the 14th century, including the Virgin of Mercy (1342), presenting the first famous view of Florence.

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MUSEO SALVATORE FERRAGAMO

This is a museum devoted to the history of the **Ferragamo company**, to the life of its founder, Salvatore Ferragamo, and to his creations. Every year it organises exhibitions that investigate the relationship between fashion and art. The museum is situated in **Palazzo Spini Feroni** (1289) and in its rooms it displays masterpieces of Florentine art from the 17th and 18th centuries.

MUSEO STEFANO BARDINI

A connoisseur of art and an unbridled merchant in antiquities, Stefano Bardini (1836-1922) donated his private collection to Florence, where it was displayed in the **Neo-Renaissance building** that housed his antiquarian gallery. There are over **2000 items** there, including sculptures, paintings and objects of applied arts, from ancient art to that of the 18th century.

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ESSENTIALS

The museum city

Within its historic centre, Florence contains a unique concentration of historical and artistic attractions. Here is some guidance for you to enjoy it.

The city's period of maximum splendour was undoubtedly the **Renaissance**, of which countless masterpieces remain. To find your way around the city, it is a good idea to keep well in mind that Florence is developed along the **two banks of the River Arno**. All the roads that run alongside the river, on both sides, are called "**Lungarno**" and it is only the second part of the name that changes. The whole area on the other side of the river, to the south, is called "**Oltrarno**" by the Florentines. It was originally outside the historic centre, but today it contains important attractions, such as Pitti Palace, the Boboli Gardens and Borgo Santo Spirito, the city's most bohemian neighbourhood.

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Emergency

AMBULANCE – T: 118
POLICE – T: 055 3285
FIRE SERVICE – T: 115

PASSPORTS Questura di Firenze, Via Zara, 2. T: 055 49771.

Taxi

TAXI FIRENZE 4242.IT T: 055 4242 - www.4242.it

TAXI FIRENZE 4390 T: 055 4390 - www.4390.it

www.apptaxi.it/firenze: available for iOS and Android, it has more than 4045 licensed taxi drivers.

Fixed taxi fares to airports

From Amerigo Vespucci Airport to Florence (city centre): €22 (plus baggage supplements and extra fee for night or holiday travel).

From Florence (city centre) to Pisa: €140 / Bologna: €180 / Rome Fiumicino: €550 / Milan Linate: €550 / Milan Malpensa: €650

Trains

The most important railway station is **Santa Maria Novella (SMN)**, in the central Piazza della Stazione, and regional, interregional, high-speed and international trains arrive at and depart from there.
Florence offers fast-track access to major cities across Italy thanks to its **high-speed trains**: • Bologna: 35 min • Rome: 1 hour 20 min • Milan: 1 h 40 min • Venice: 2 hours 5 min • Naples: 2 hours 52 min • Turin: 2 hours 55 min

TRENITALIA Railway Company - Info T: 892021. www.trenitalia.com.

ITALO - Info T: 060708. Italo Assistance T: 892020. www.italotreno.it.

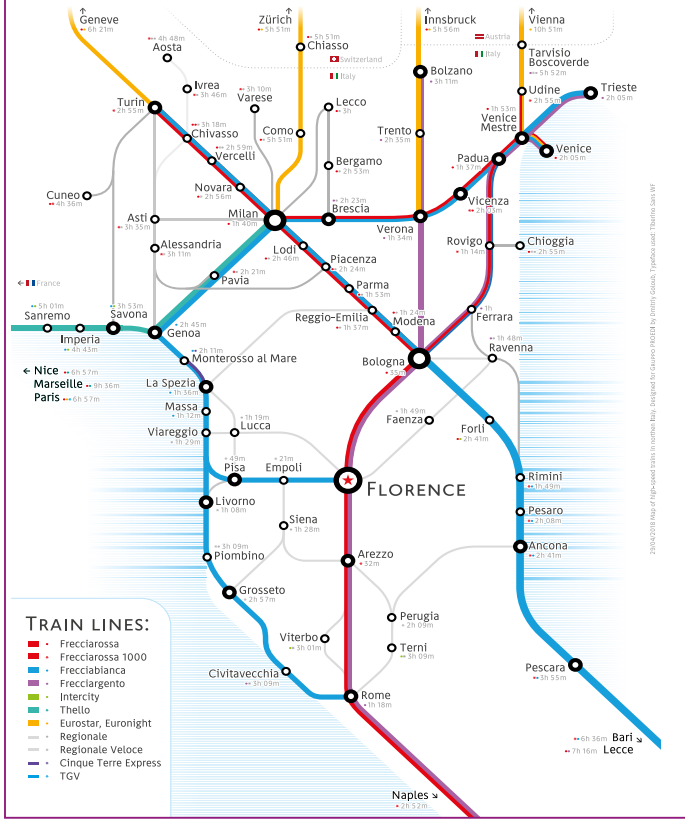
Airports

AEROPORTO DI FIRENZE PERETOLA "AMERIGO VESPUCCI" (FLR) - (4 km from the centre of Florence). The airport, to the North-West of Florence, lies between the "Firenze Nord" exit from the freeway and Florence's industrial area near Prato. Call centre T: 055 30615. www.aeroporto.firenze.it

• Connections to the airport

VolaInBus Shuttle Service (www.fsbusitalia.it) from S.M. Novella Station (Piazza della Stazione). Every 30 min, travel time approx. 30' (5am-8pm) and approx. 1 h (10pm-midnight). Tickets can be purchased on board, at the BusItalia-Sita Nord ticket office near the S.M. Novella Station (Via S. Caterina da Siena) or at ATAF ticket offices (www.ataf.net). One-way ticket: €6 - round trip ticket: €10.

UNIQUE | FAST TRAINS NETWORK FROM FLORENCE



AEROPORTO DI PISA "GALILEO GALILEI" (PSA) - (80 km from the centre of Florence). Call centre T: 050 849300. www.pisa-airport.com

Connections to Florence-S.M. Novella Station and Aeroporto di Firenze Peretola

Shuttle Services: 1) Terravision – One-way ticket: €4.99 - round trip ticket: €9.98. Every 30 or 60 min, travel time approx. 70' (9am-midnight) and approx. 1 h (10pm-midnight). www.terravision.eu

2) Autostradale – T: 02 30089000. One-way ticket: €7.50 - round trip ticket: €13.50. Every 30 or 60 min, travel time approx. 70' (9am-midnight) and approx. 1 h (10pm-midnight). www.autostradale.it

Getting around Florence

ATAF - Azienda Trasporti dell'area Fiorentina/Local Public Transport Company - www.ataf.net
Infoline daily 6am-9pm. Green Line T: 800 424500; from mobile: T: 199 104245.
ATAF Point-Customer Care Railway Station Firenze S.M. Novella – Offices no. 8 and no. 9. Open Mon-Sat 6.45am-8pm. **Lost and Found on ATAF vehicles**: Mon-Wed-Fri 9am-12.30pm; Tues-Thurs 2.30pm-4pm. Via Veracini, 5 (int. 5). T: 055 334802.

Ordinary ticket (€1.20) valid for 90 minutes.
Can be used on buses, trams or trains.
Ticket 2x90' (€2.40). ***Ticket 4x90'*** (€4.70).
Daily ticket: 24-hour ticket (€5). 3-day ticket (€12). 7-day ticket (€18).
Daily Family: one-day ticket for one family of 4 (€6).
Nottetempo Ticket: one-day ticket from 10pm to 3am).
A further step in the digital transformation of Florence's public transport: today you can travel on buses (ATAF, Volainbus and The Mall) by paying fast and safe with your debit/credit/pre-paid contactless cards.
The **Tramway T1 "Leonardo"** connects S.M. Novella Station in Florence to Scandicci (www.gestramvia.com). The new line **Tramway T2 "Vespucci"** connecting the Airport with S.M. Novella Station has been activated on February 2019. **Electric buses** move around the historic centre and also reach the pedestrian areas (C1-C2-C3-D lines).
EDITOR TIP **Route C1** is convenient for visiting the most important museums in Florence.The entire historic centre of Florence (which is approximately the part located within the 19th- century ring-roads or *viali*, which is a protected UNESCO heritage site) is a "Zona a Traffico Limitato" (**ZTL**), or restricted traffic zone. Bicycles, electric vehicles, motorcycles and scooters are allowed to enter.

Tourist Information

INFOPOINT FIRENZE TURISMO -
www.firenzeturismo.it
1. *Train Station Infopoint* > Piazza della Stazione, 4. T: 055 212245. Open Mon-Sat 9am-7pm; Sun and holidays 9am-2pm. Multilingual tourist information and sales point for ***Firenzecard***.
2. *Tourist Information Office* > Via C. Cavour, 1/R. T: 055 290832. Open Mon-Fri 9am-1pm. Free brochures and complaints service. Sales point for ***Firenzecard***.
3. *Bigallo Infopoint* > Piazza San Giovanni, 1. T: 055 288496. Open Mon-Sat 9am-7pm; Sun and holidays 9am-2pm. Quick information service.
4. *Airport Infopoint* > Piazza San Giovanni, 1. T: 055 315874. Open daily 9am-7pm.

TOURIST CONTACT CENTRE – T: 055 000
Info about services for tourists, exhibitions, events, opening times of museums, how to move around the city. Available daily 9am-7pm in Italian, English, French, German and Spanish. Via email (touristinfo@comune.fi.it) you can ask for information in any language, including Portuguese, Chinese, Japanese, Russian and Arabic (answers within 24 hours).

The Welcome Magazine

The magazine in digital or paper version is available at these hotels which are part of the **Welcome Smart Network** circuit. www.proedi.it/welcome-smart-network

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